



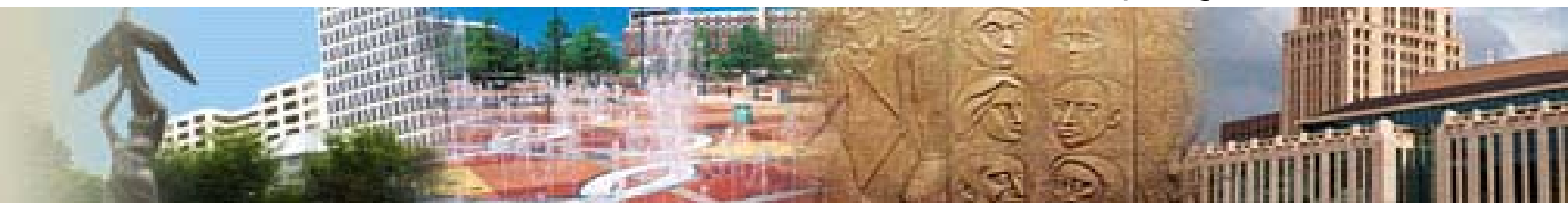
# *Simpson Road Redevelopment Plan Final Plan*

*May 30, 2006*

Caram & Associates

In conjunction with

Grice & Associates   Marketek   Tunnell Spangler Walsh

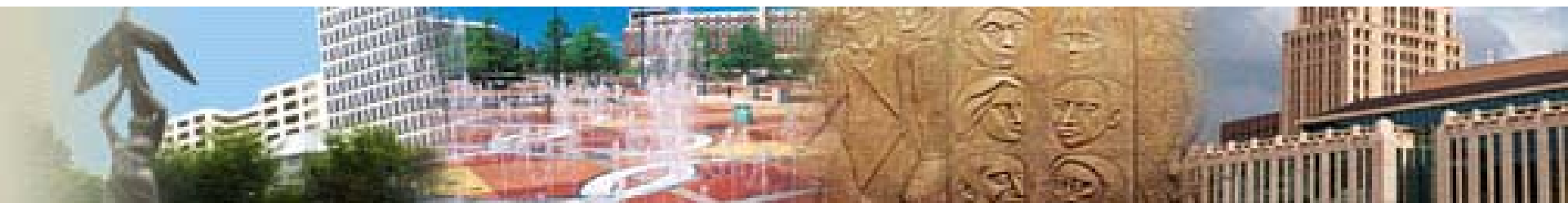




- Presentation

1. Study Overview
2. Where we are now
3. Summary of previous meeting results
4. Vision, Goals and Objectives
5. Analysis recommendations
6. Implementation and preliminary
7. Next Steps

- Comments/Questions

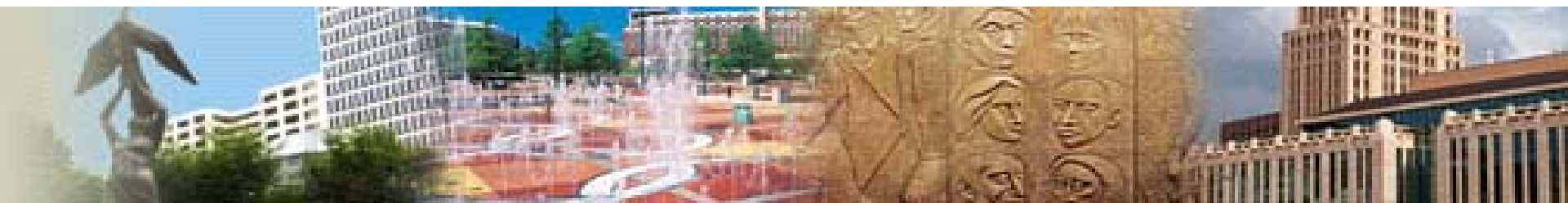
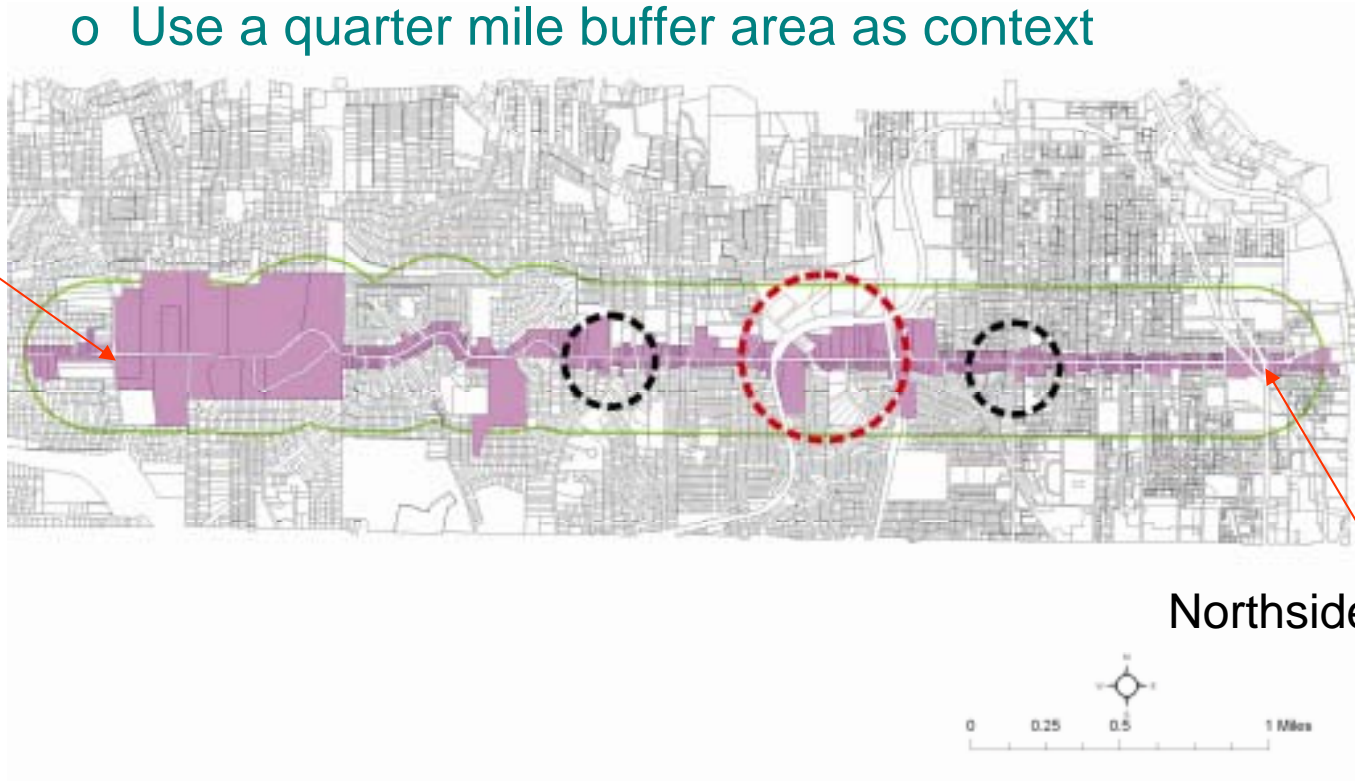




## Study Area

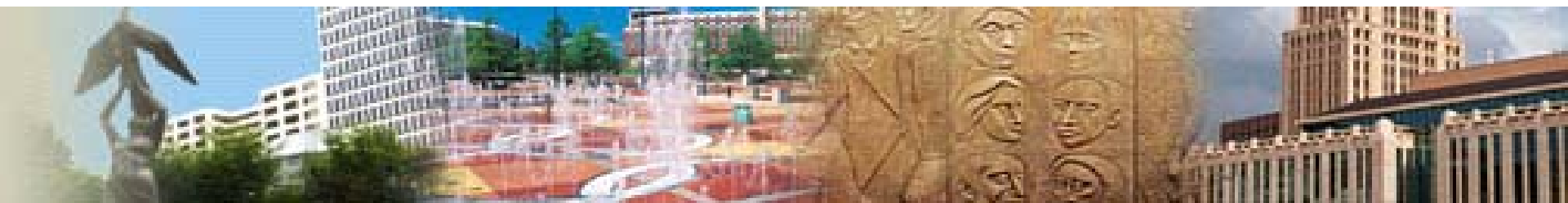
- o From Northside Drive to H. E. Holmes Dr.
- o Focus on fronting parcels along both sides of Simpson
- o Use a quarter mile buffer area as context

HE Holmes Dr





# Beltline





# The Simpson Redevelopment Plan Update Planning Process

## Inventory and Analysis

The collection of data and information pertinent to the decision and policies recommended.

## Strengths, Weaknesses, Opportunities, Threats

The assessment of data, observations and understanding of the project area.

## Visioning

The collaboration, discussion and formation of ideas with the community is the essential building blocks of the plan.

## Goals and Objects

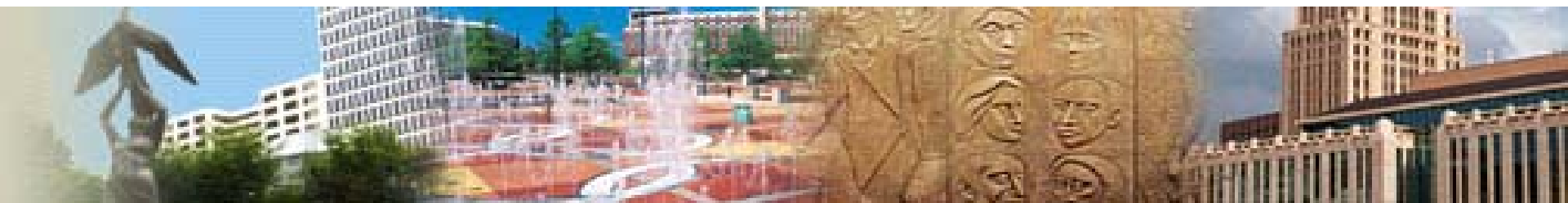
Establishment of the overall direction that will guide the community, policy makers and stakeholders in the future.

## Recommendations

The development of public policies that assist in the prioritization and distribution of public and private resources.

## Implementation

The action taken by the residents, local, state and federal agencies and the development community to enact the plan.

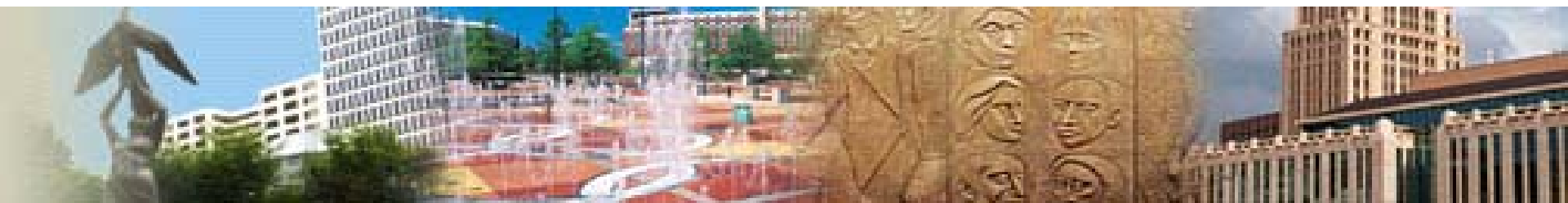






# Demographic Snapshot

Population	3,068
Households	1,153
Population Growth Rate	.20%
Avg. Household Size	2.55
Median Age	31.9
Household Income	\$24,312
Unemployment	27%

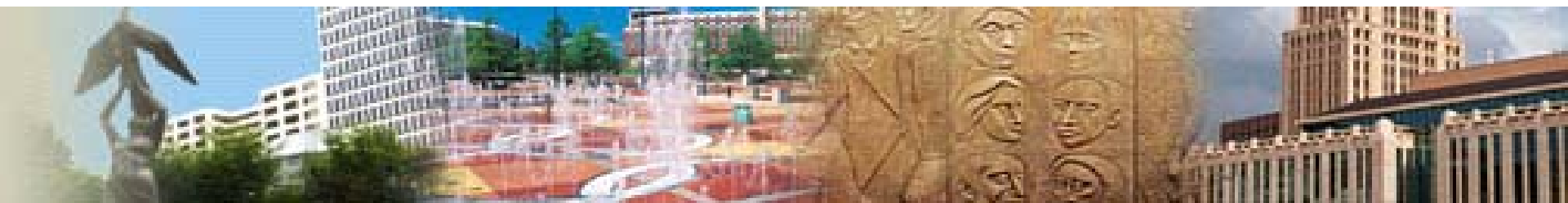






## Current Estimated Population = 3,068

Forecast: 2006-2031	Total
2011	4,017
2016	5,599
2021	7,181
2026	8,130
2031	9,396



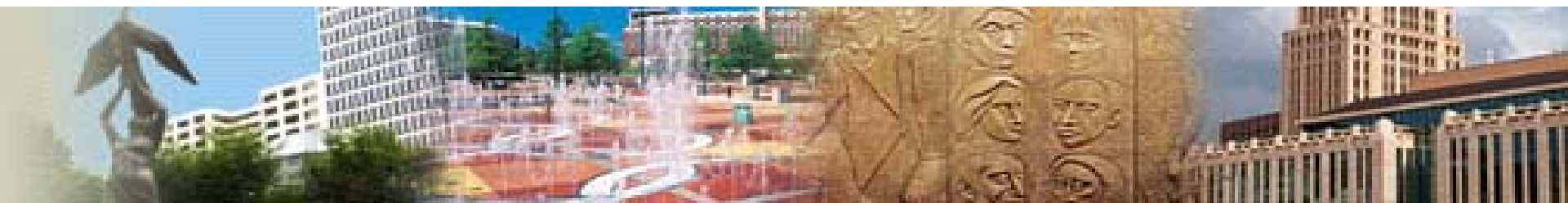


## Public meetings

- |                       |                                |
|-----------------------|--------------------------------|
| • January 26, 2006    | Kick-off meeting               |
| • March 4, 2006       | Workshop                       |
| • March 22, 2006      | Preliminary recommendations    |
| • April 12, 2006      | Draft Plan Presentation        |
| • <b>May 30, 2006</b> | <b>Final Plan Presentation</b> |

## Other

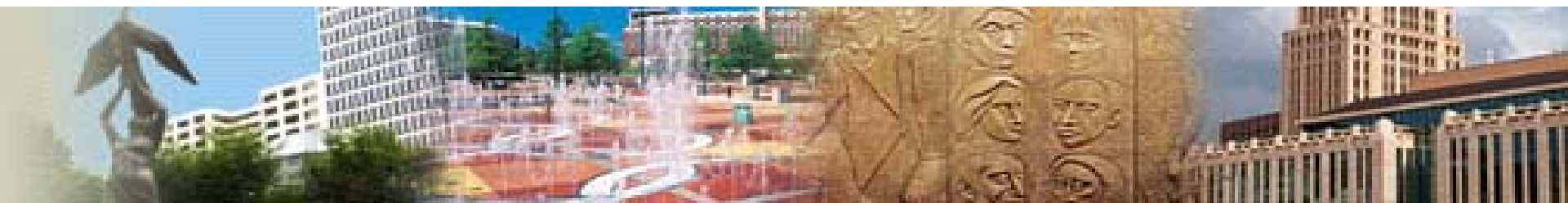
- Advisory committee meeting (Completed)
- Focus group meeting (Completed)
- Stakeholder interviews (Completed)





# Kick-off Meeting

- Overview of Simpson Corridor
- Initial Assessment of the Corridor
- Opinion Survey
- Preference Survey

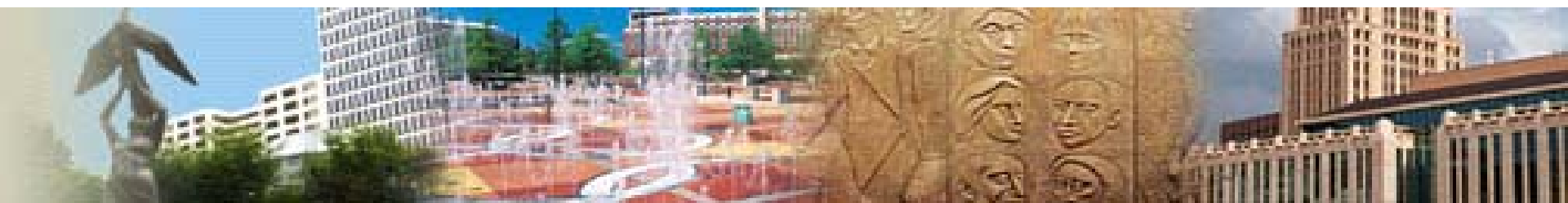




# Workshop/Charrette

A five hour intense work session that gave residents the opportunity to discuss their opinions of the following development themes for the Simpson corridor:

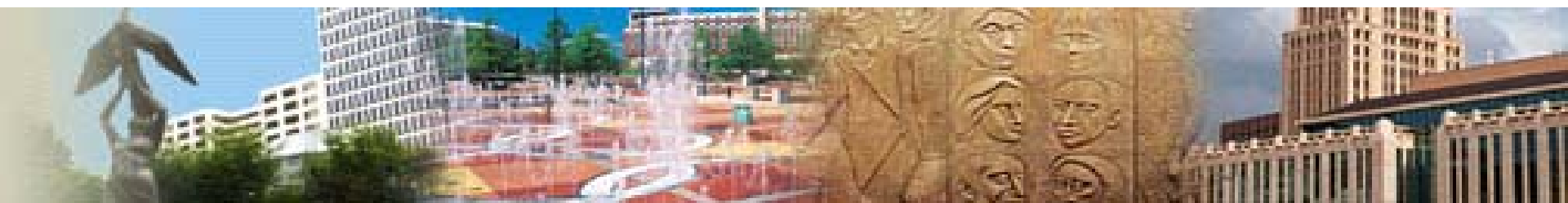
- Land Use/Urban Design
- Housing
- Streetscape
- Transportation
- Retail/Commercial Development
- Parks and Open Space





## ***Vision Statement***

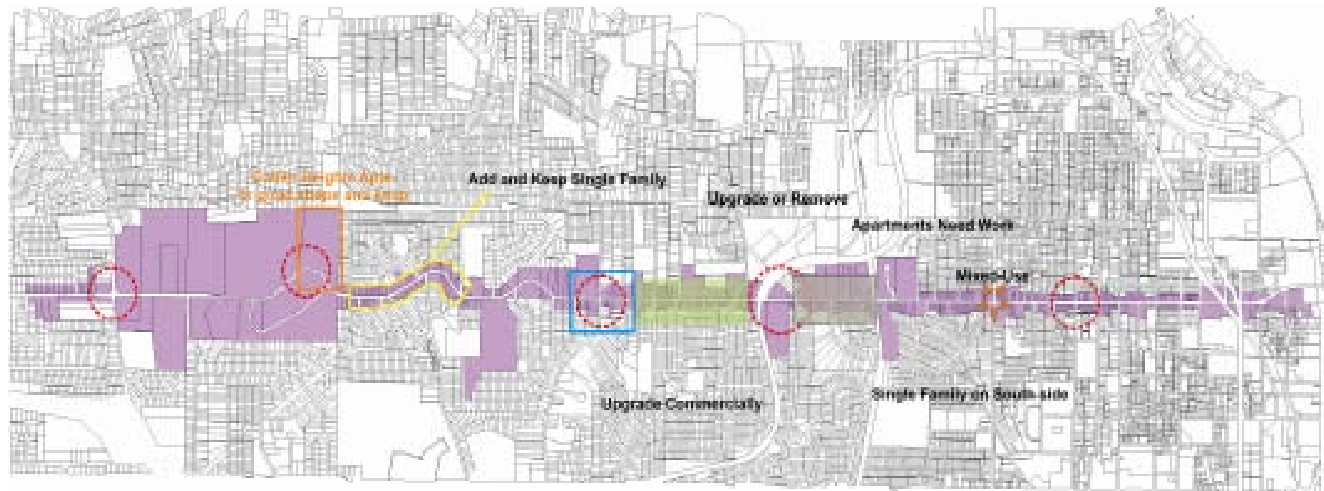
*Simpson Road will evolve into a vibrant Urban Corridor that integrates land use, urban design and mobility. It will serve three major roles: a community builder, a people-friendly public space and a route for diverse modes of travel.*





# General Results from Workshop

## Simpson Rd Redevelopment Update Plan Workshop Results



Dangerous Intersections

No Billboards Anywhere

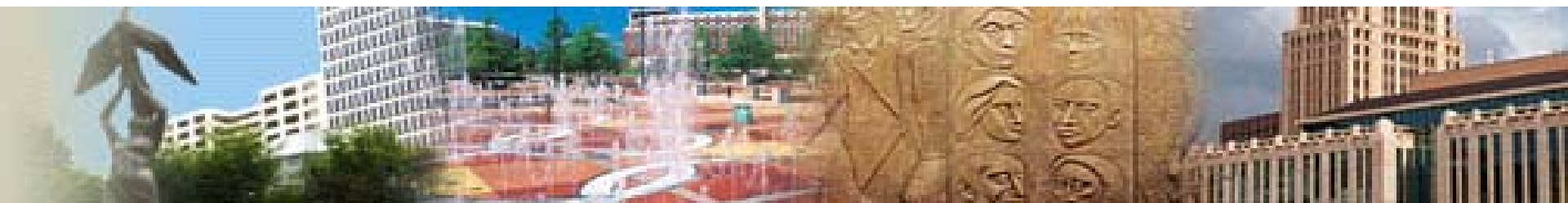
Sidewalks and Bike Paths  
from Holmes to Northside

Landscaping from Holmes to  
Northside

No Mixed Uses other than indicated  
at Lowery and Simpson



0 0.25 0.5 1 Miles





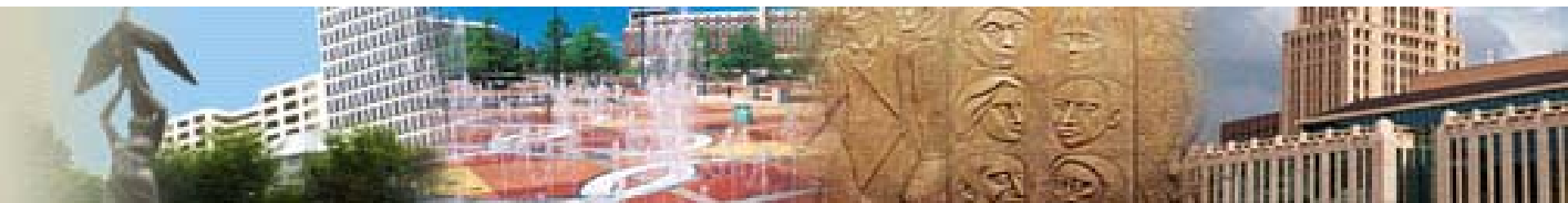


# Goals and Objectives

## *Land Use*

### **Goals –**

The development of a land use pattern that allows for a rational and efficient use of property.

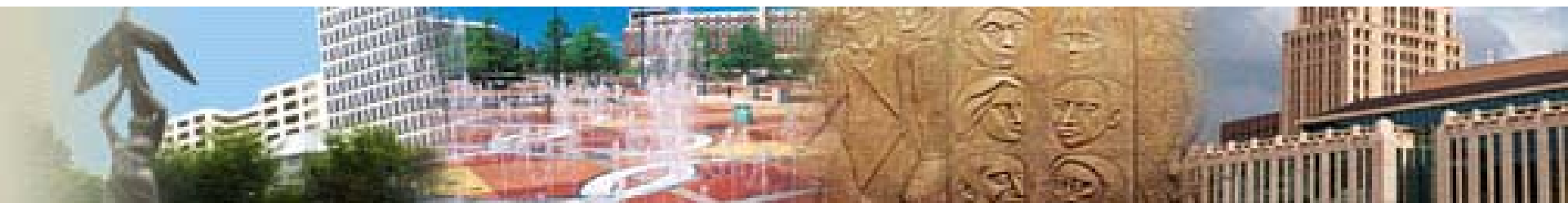




## *Zoning*

### **Goal -**

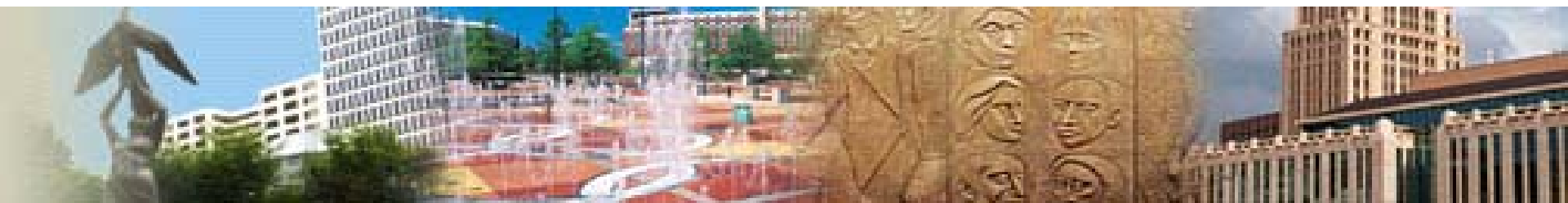
Develop zoning regulations that reflect the desired scale, character and compatibility with surrounding neighborhoods of Simpson corridor.





*Urban Design*  
**Goals -**

Protect and improve the desirable image and character of the corridor and activity centers.

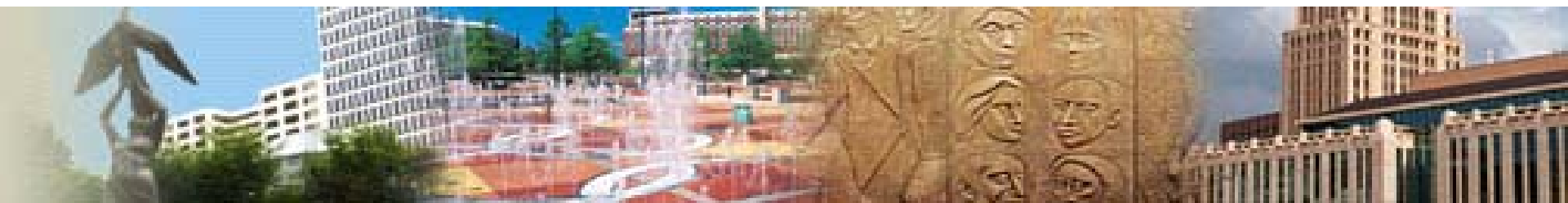






## *Economic Development* **Goals -**

Promote economic development in the Simpson corridor area.

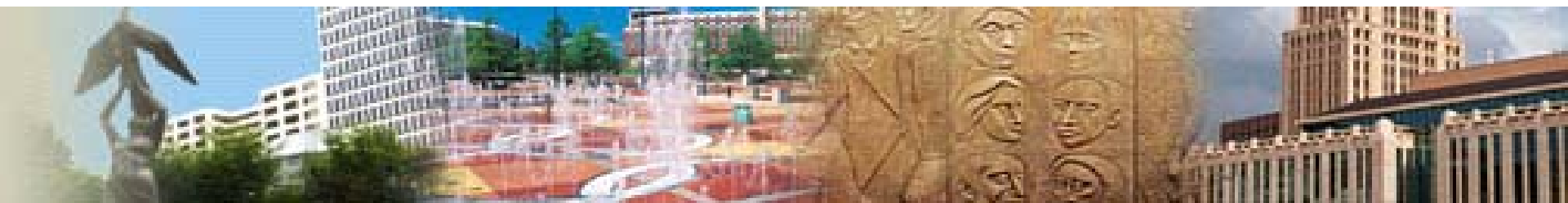






## *Housing* **Goal -**

Improve housing and neighborhood quality

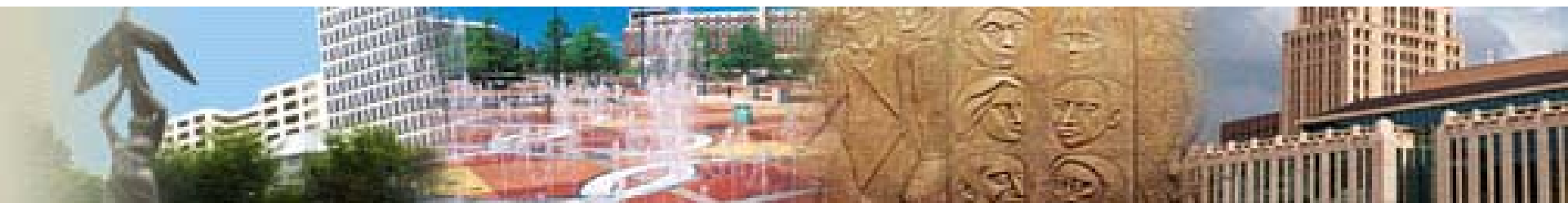




# Environmental

## *Goal -*

Create a safe environment for residents and visitor

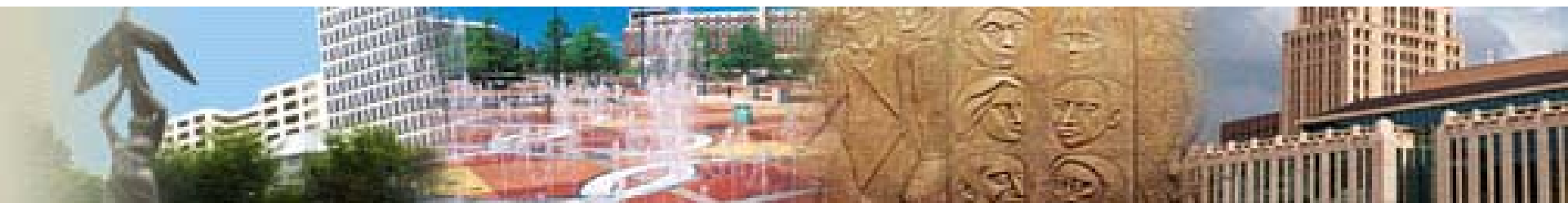




## *Transportation and Circulation*

### *Goal –*

Enhance the pedestrian environment by making walking safe and convenient





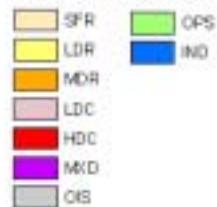
# Recommended CDP Land Use Amendments

## Proposed Future Land Use Changes

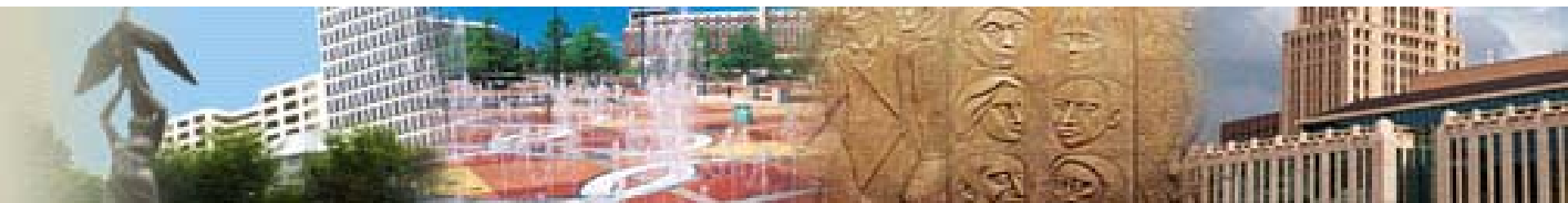


### Existing and Proposed Future Land Uses

#### Current Future Land Use



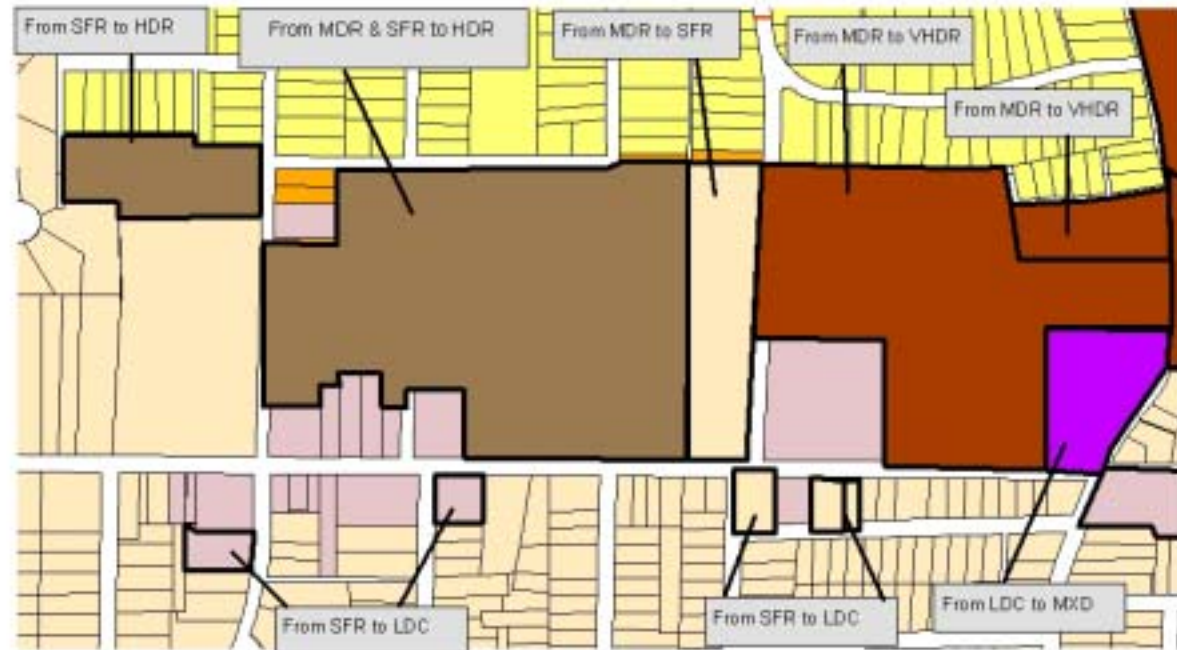
#### Proposed Future Land Uses







## Proposed Future Land Use Changes

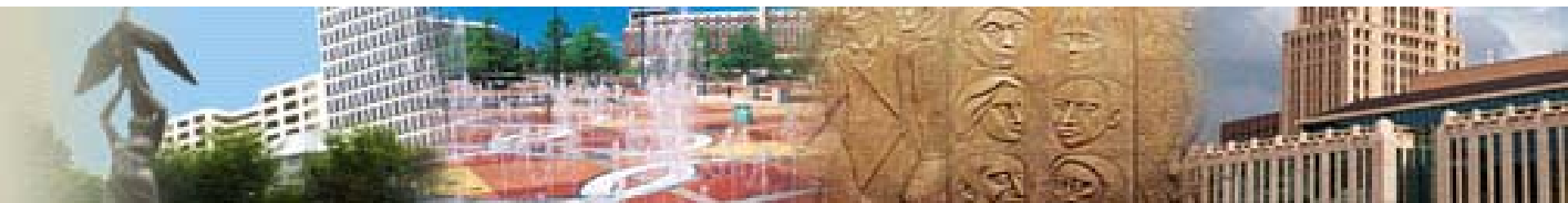


### Existing and Proposed Future Land Uses

#### Current Future Land Use



#### Proposed Future Land Uses

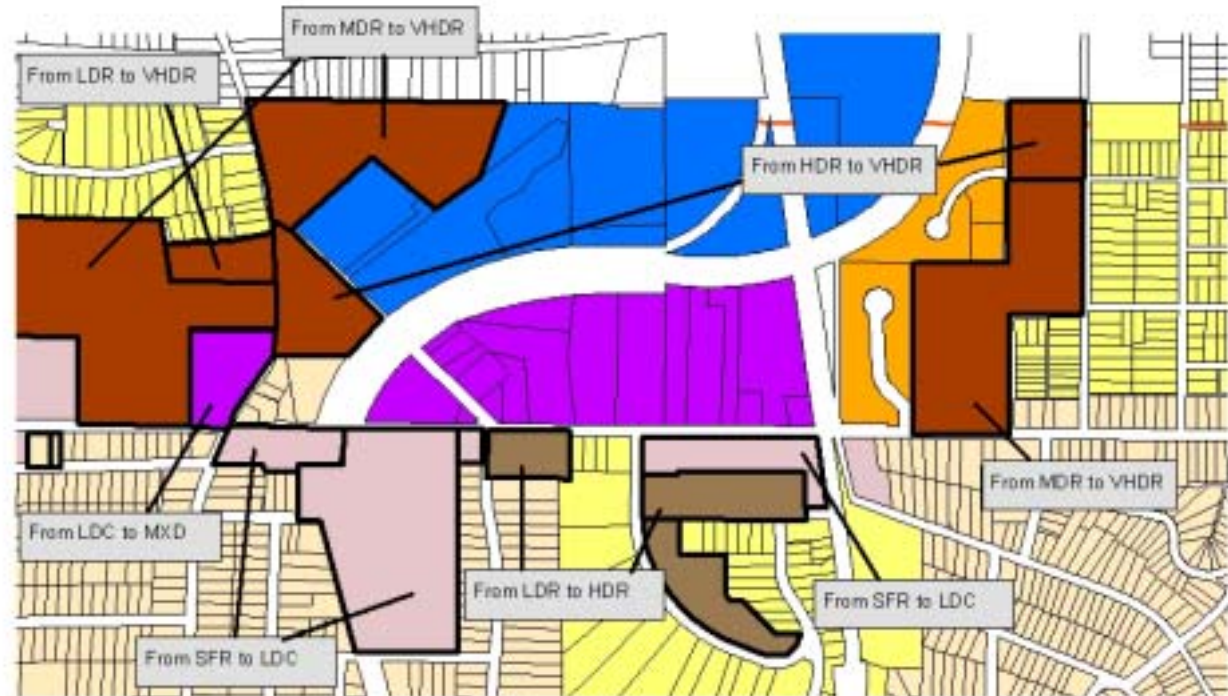






City of  
**Atlanta**  
*Official*

## Proposed Future Land Use Changes

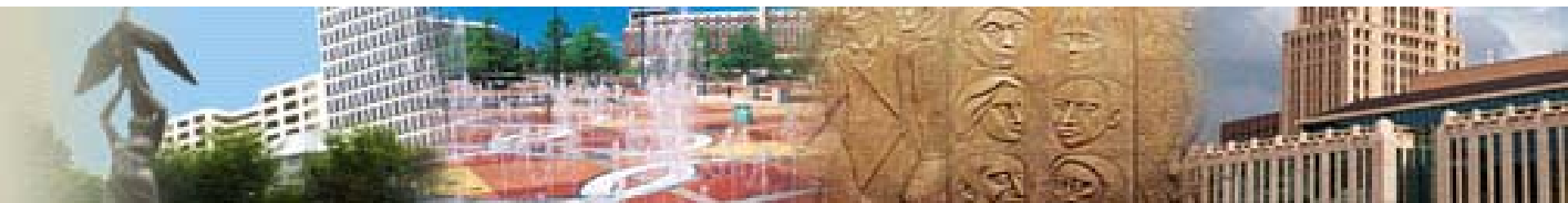


### Existing and Proposed Future Land Uses

#### Current Future Land Use



#### Proposed Future Land Uses







City of  
**Atlanta**  
*Georgia*

## Proposed Future Land Use Changes



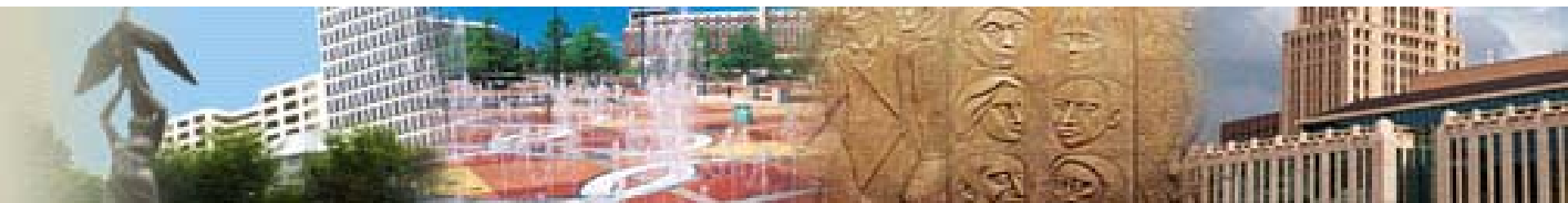
### Existing and Proposed Future Land Uses

#### Current Future Land Use

SFR	OPS
LDR	IND
MDR	
LDC	
HDC	
MXD	
OIS	

#### Proposed Future Land Uses

SFR
HDR
VHCR
LDC
MXD





- **Enact zoning designations that support the land use vision**
- **Utilize amended “Quality of Life” zoning districts**

**Legend:**

- Priority Area:** (Dashed line)
- Imp. Proponed Changes:** (Thick solid line)
- Existing Zoning:**
  - PC1
  - PC2
  - PC3
  - PC4
  - PC5
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  - PC98
  - PC99
  - PC100

**New River District**

A New River district should be designated portions of Simpson Road, as well as portions of other streets in the city. It should be primarily low-density residential, with a maximum height of 15 feet, with maximum residential density of 20 units per acre.

Low-density residential development, including 20% of residential floor area and maximum 15-foot height. These areas should not be subject to any neighborhood zoning restrictions. Certain commercial uses, such as retail shops, automobile service stations, funeral homes, car washes, and similar uses should be prohibited.

**Transitional Height Plans Adjacent to "R" Districts**

Transitional and height districts will be subject to the Transitional Height Plans requirements adjacent to "R" (single-family) zoning districts.

This will ensure development building code and prevent the background light contamination nearby homes.

**Scale:** 0, 0.25, 0.5, 1 Miles

**North Arrow:** N, S, E, W

# Strengthening Neighborhoods Street by Street

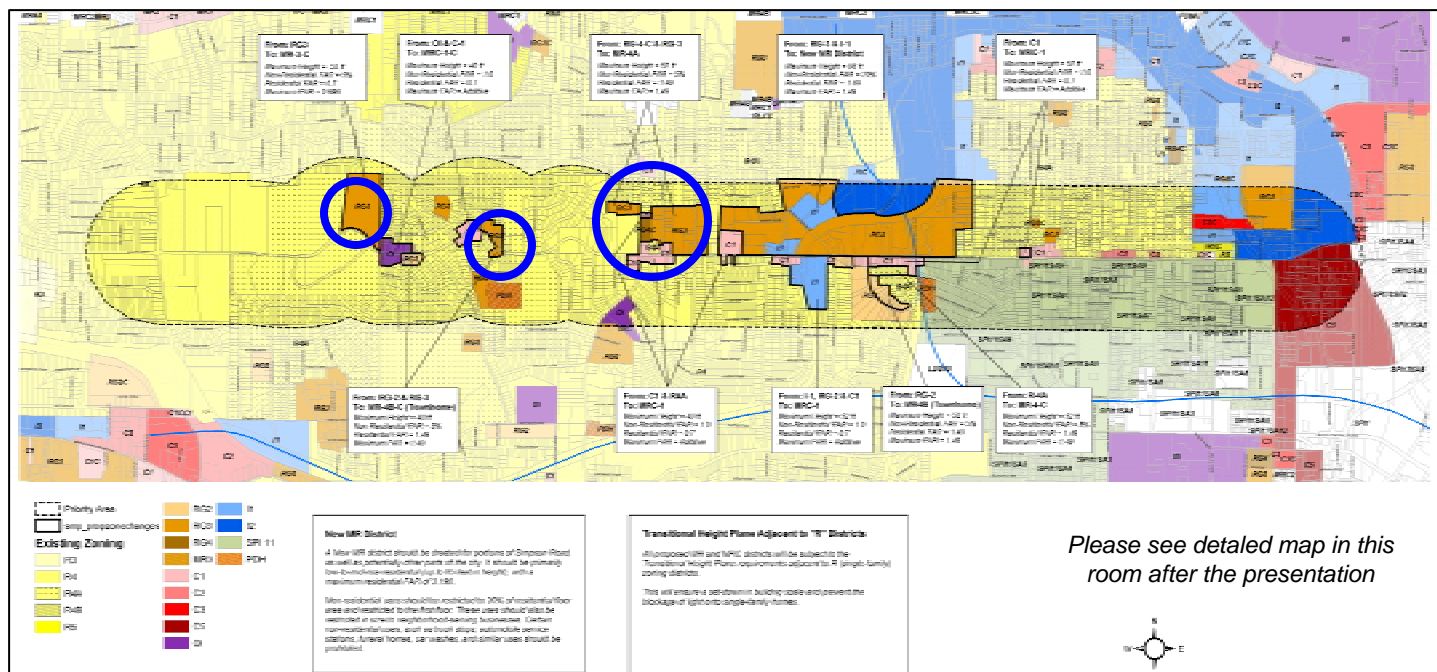






# Zoning 0 to 12 months

Caram & Associates  
In conjunction with  
Grice & Associates  
Marketek  
Tunnell Spangler Walsh &  
Associates



## Existing Multifamily:

- From: RG-3 & O1
- To: MR-3-C & MR-4B or A
- Better design
- Less height!

	Existing	Proposed	Proposed
	RG-3	MR-4A or B	MR-3-C
FAR-Total	0.696	1.49	0.696
FAR-Residential	0.696	1.49	0.696
FAR-Non-Residential	5%	5%	5%
Maximum Height	Unlimited	52 ft	52 ft
Front Setback	40 ft	5 ft	5 ft
Sidewalk Width	None	11 ft	11 ft



Strengthening Neighborhoods Street by Street







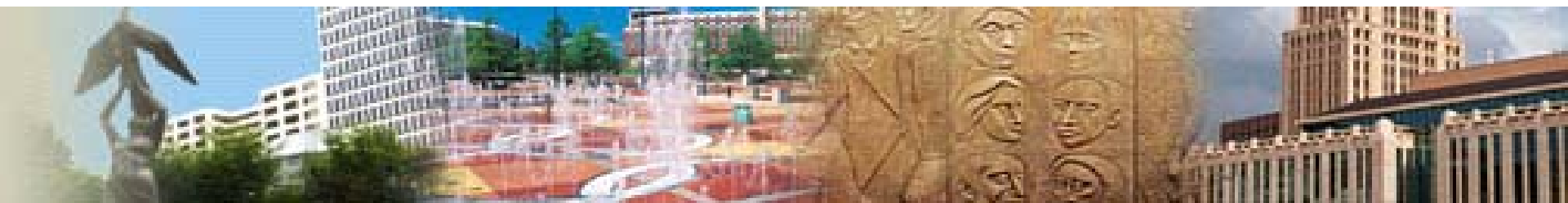






# Urban Design and Historic Resources

- **Urban Design Projects and Policies:**
  - *Establish a clearly defined sense-of-place for the Study Area*
- **Historic Resources Projects and Policies:**
  - *Preservation and renovation of the Study Area historic resources to create the base to the restoration of a walkable and safe environment*

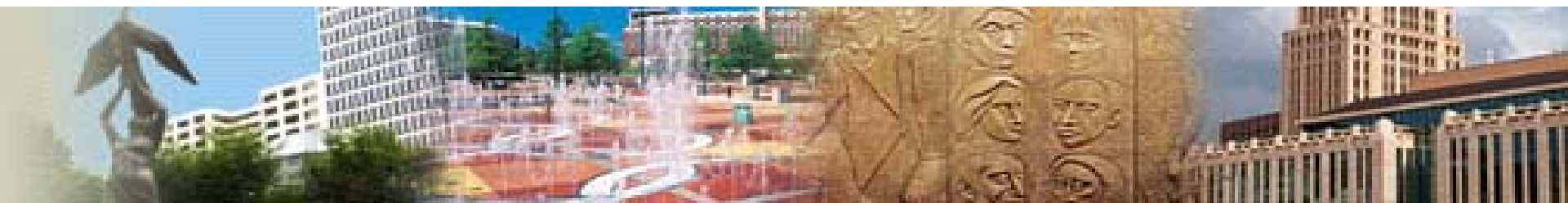
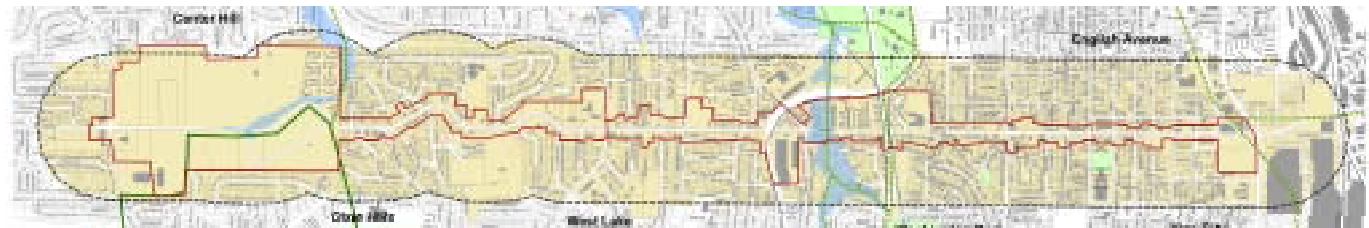




# Urban Design - Policies

- **Enhance the sense of place along Simpson Road by establishing unique character areas along it**

From a design point of view, the diverse character of different parts of Simpson Road should be preserved and enhanced. This study proposes breaking the corridor into four different character areas.



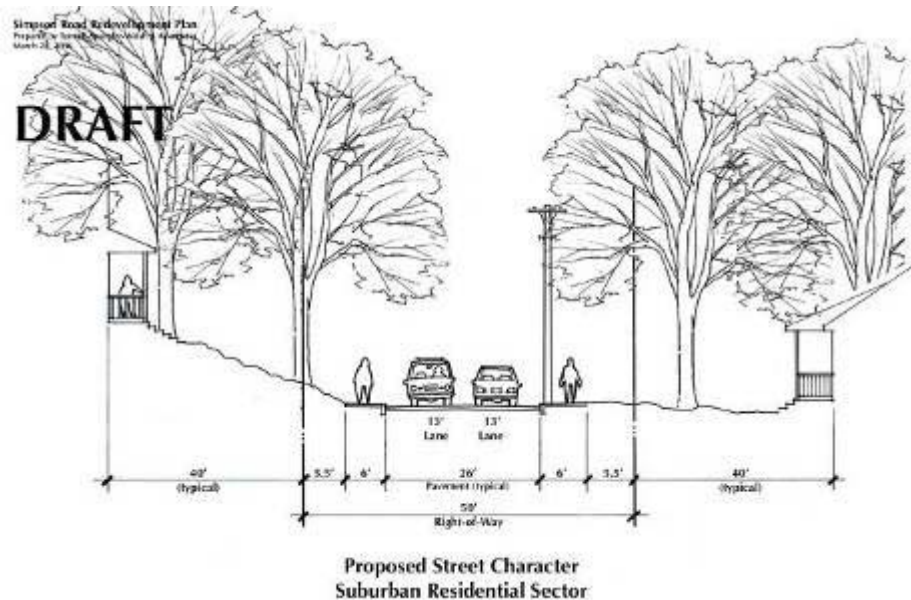




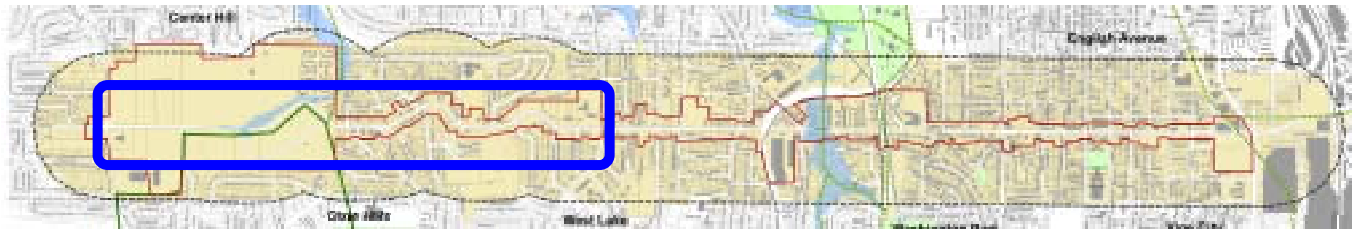
# Urban Design - Policies

• Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *Suburban Residential Sector (west of West Lake Ave.)*



- ✓ Big setbacks
- ✓ Single-family character and scale
- ✓ Big street trees







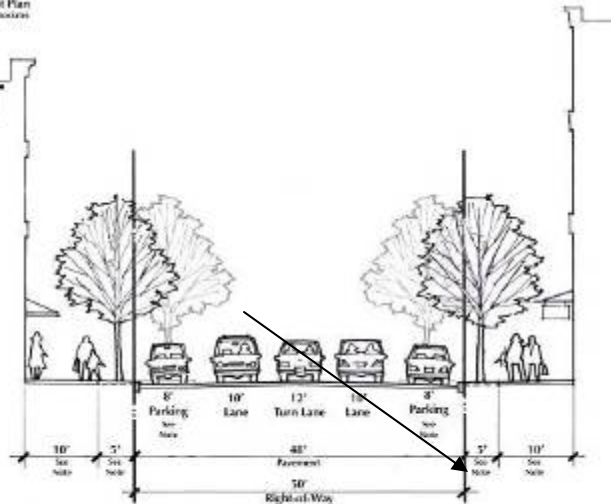
# Urban Design - Policies

- Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *“Main Street” – West Lake Avenue and BeltLine*

Simpson Road Redevelopment Plan  
Prepared by Turner Hughes Park & Associates  
March 23, 2009

**DRAFT**



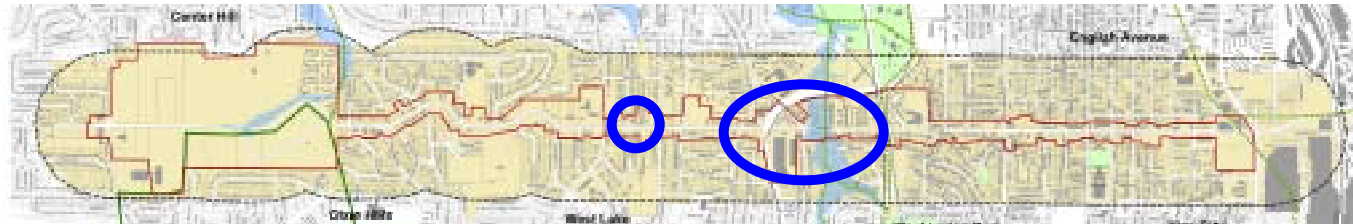
Note: On-street parking, buried utilities, and widened sidewalks (on private property) will be created as new development occurs. Until that time, existing conditions will remain in place.

Proposed Street Character  
BeltLine “Main Street” Sector

- ✓ Small setbacks
- ✓ Mixed-use
- ✓ Wide sidewalks with development
- ✓ Future on-street parking
- ✓ Future “bulbouts” by parking
- ✓ Max. 3 floors at Westlake
- ✓ 4 – 7 floors at BeltLine



A landscaped  
“bulbout”

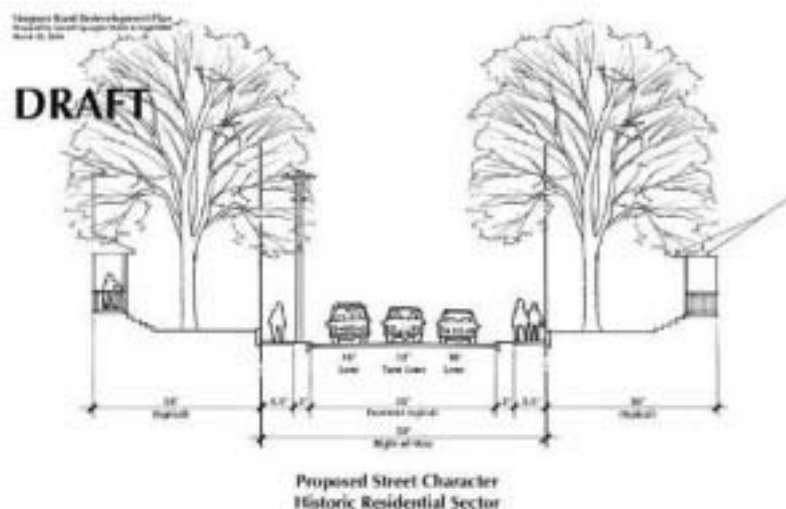




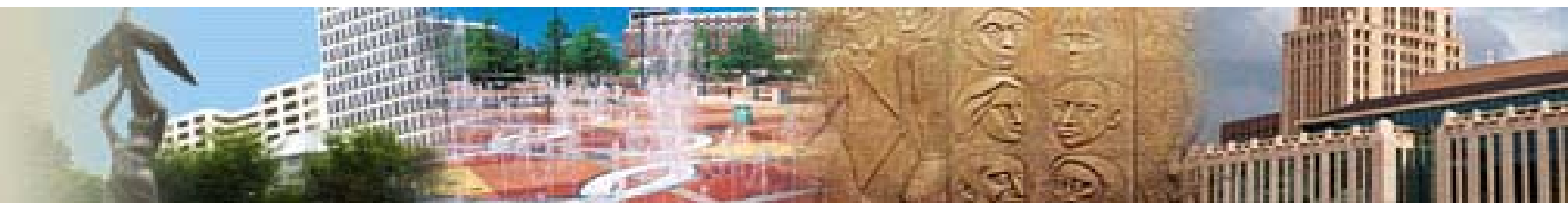
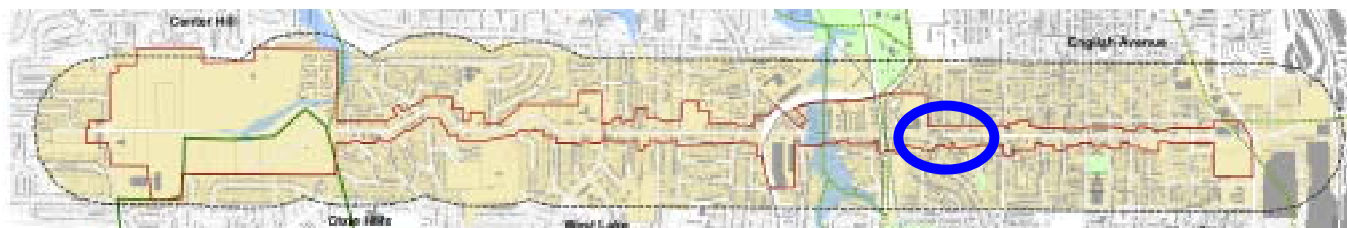
# Urban Design - Policies

- Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *Historic Residential Sector (east of Temple Street)*



- ✓ Big setbacks
- ✓ Preserved homes
- ✓ Existing sidewalks
- ✓ Single-family scale





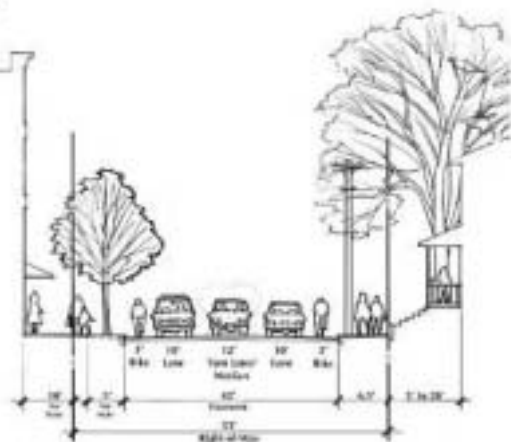
# Urban Design - Policies

- Enhance the sense of place along Simpson Road by establishing unique character areas along it

- *Historic Mixed-Use neighborhood Sector (from Joseph E. Lowery to Northside Drive)*

Simpson Road Redevelopment Plan  
Project: Simpson Road to Northside Drive  
Date: 10/18/2018

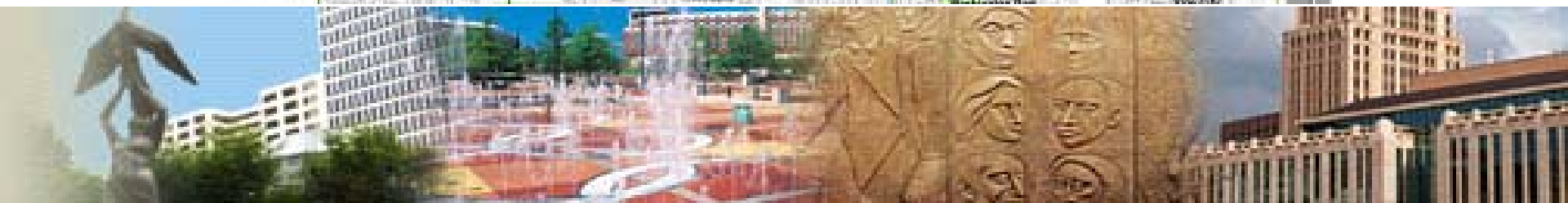
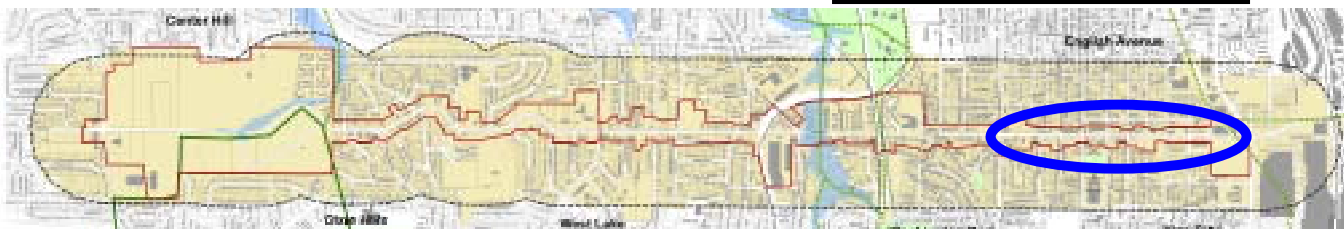
**DRAFT**



Note: Buried utilities and overhead cables for private property will be moved to new development occurs. Utility Box area, existing cables will remain in place.

Proposed Street Character  
Historic Mixed-Use Neighborhood Sector

- ✓ Small setbacks
- ✓ Mixed-use
- ✓ Wide sidewalks with development
- ✓ Heights as recommended by English Ave and Vine City Studies

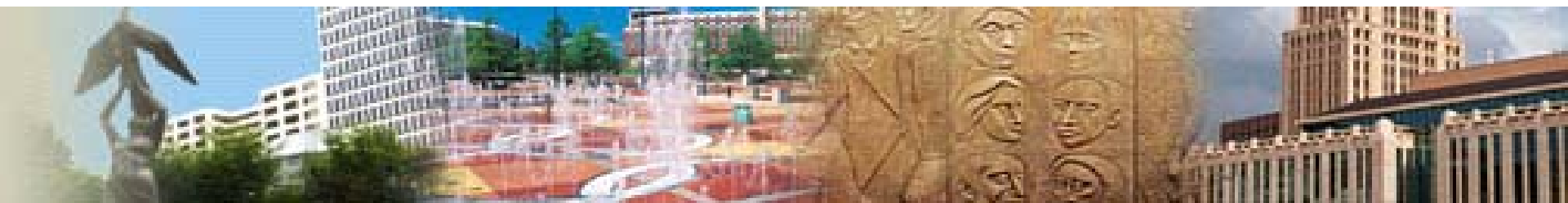






# Urban Design - Policies

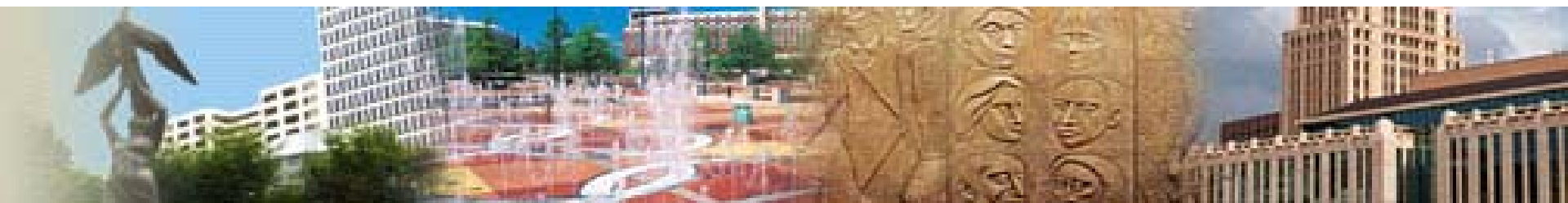
- **Apply Quality of Life Zoning design requirements to all development/redevelopment projects.**
- **Encourage area residents to participate in citywide efforts to establish standards for neighborhood infill development.**
- **Employ Crime Prevention Through Environmental Design (CPTED) principles to reduce opportunities for crime:**
  - *Limit dead end streets and pedestrian ways*
  - *Orient buildings towards the street*
  - *Provide access control to individual buildings without created "gated communities"*
  - *Ensure proper maintenance of buildings and landscaping*





## Urban Design - Policies

- **Provide buildings heights that do not overwhelm the street or adjacent neighborhoods**
- **Ensure that new buildings respect the pedestrian and sense of place**
  - *Require buildings to define the public street*
  - *Ensure that balconies, porches, etc. provide articulation but not destroy the delineation of the street*
  - *Prohibit parking and blank walls adjacent to the street*





# Urban Design

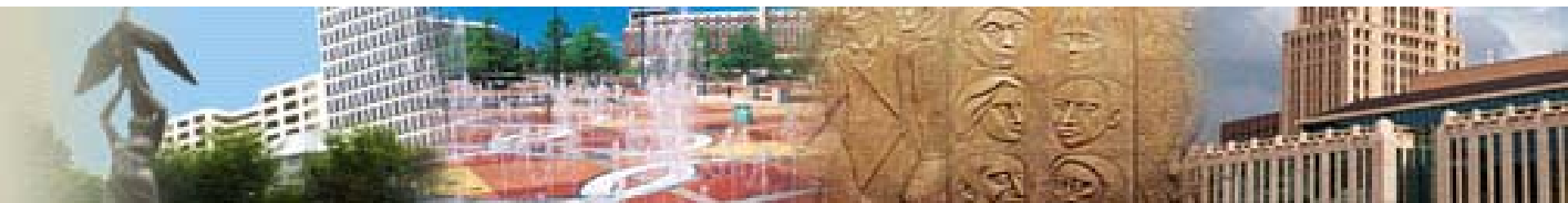
- In all commercial or mixed-use areas:
  - *Provide roofs that appear horizontal from the street.*
  - *Encourage continuous sidewalk-fronting storefronts.*
  - *Prohibit clapboard, vinyl or hardiplank siding facing the street.*

Horizontal  
Roof

Rear  
Parking

Brick with  
Storefronts

Continuous  
Buildings

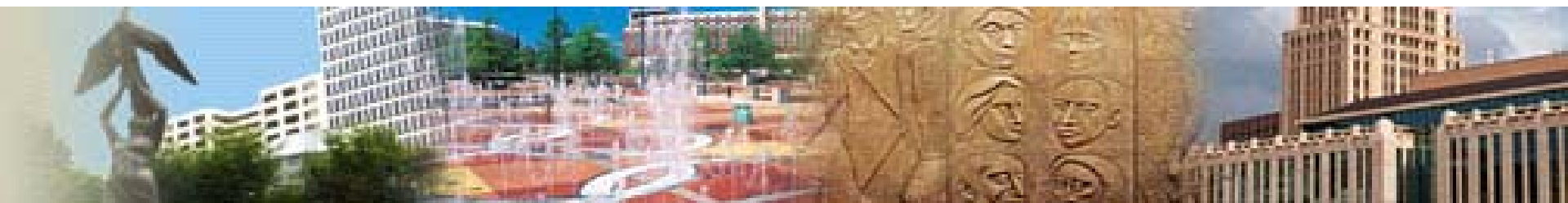
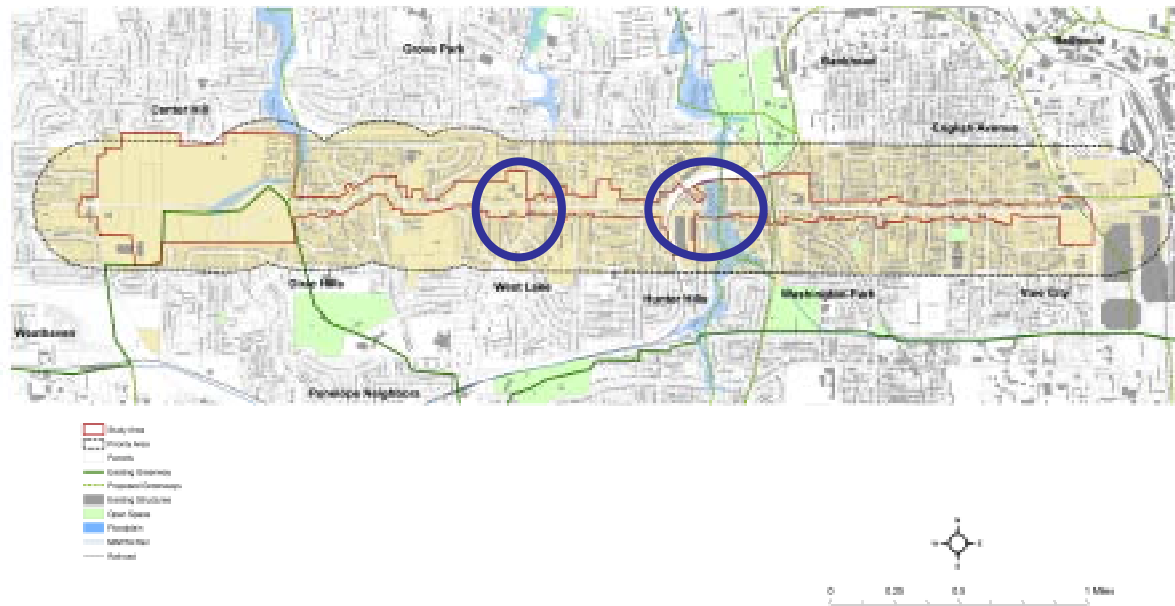




# Urban Design

- Ensure that new development are coordinated to form a single “place,” rather than a collection of isolated developments.

## Simpson Rd. Redevelopment Plan Update Project Area Urban Design Analysis







## Site Plan: New Jersey & Anderson Ave. Nodes

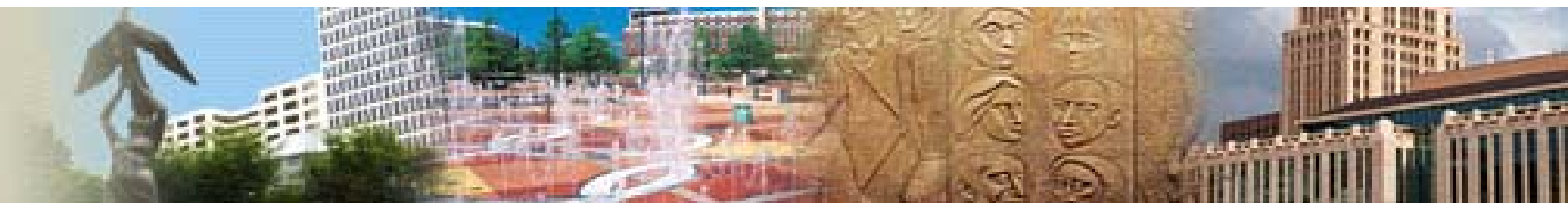


### New Jersey Ave. Node

**31 Townhouses**  
**10,800 Sq. Ft. Neighborhood Commercial**  
**5 Live Work Units**

## Anderson Ave. Node

**34 Townhouses**  
**19,000 Sq. Ft. Neighborhood Commercial**  
**8 Live Work Units**





# Urban Design - Policies

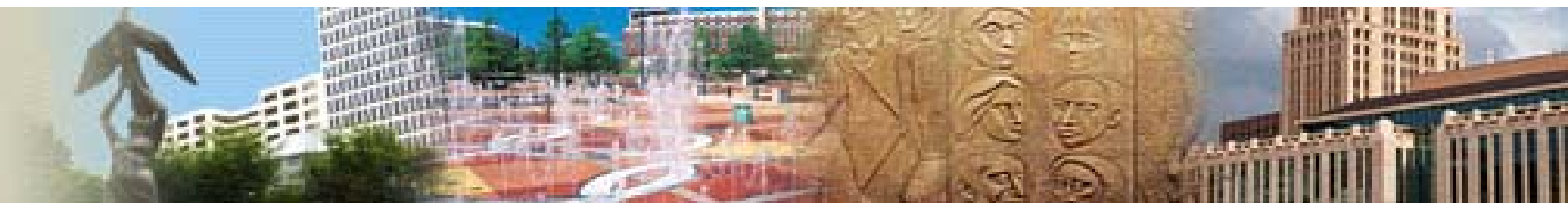
- Support the creation of a mixed-use town center around the proposed BeltLine Transit Station



- Multifamily 6-7 stories and townhomes north of Simpson Road
- Multifamily 3-4 stories and townhomes south of Simpson Road – transition to single-family neighborhoods
- Grocery Store (35,000 square feet)

Townhomes	113 units*
Single-Family	5 units*
Multifamily	2,380 units*
Retail	100,000 sq. ft.

*\* Includes 500 workforce units*



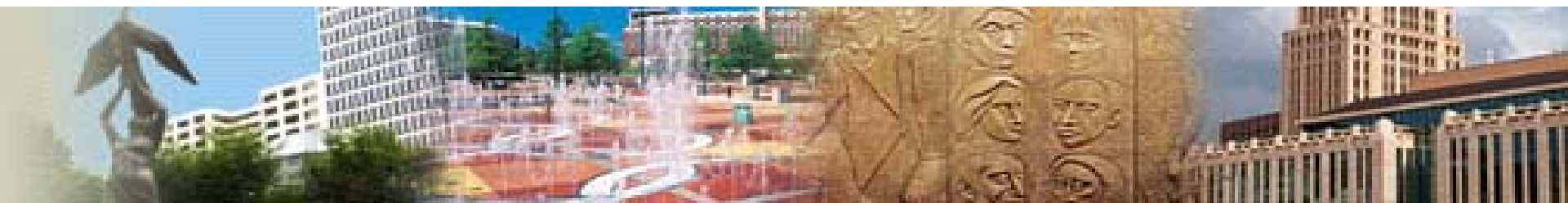


# Urban Design - Policies

- Support the creation of a mixed-use town center around the proposed BeltLine Transit Station



- Ensure that redevelopment sites within the likely flood zone are raised with redevelopment
- Turn developed areas within 75 feet of Proctor Creek into open space
- Restore Proctor Creek to a more natural state (remove concrete)





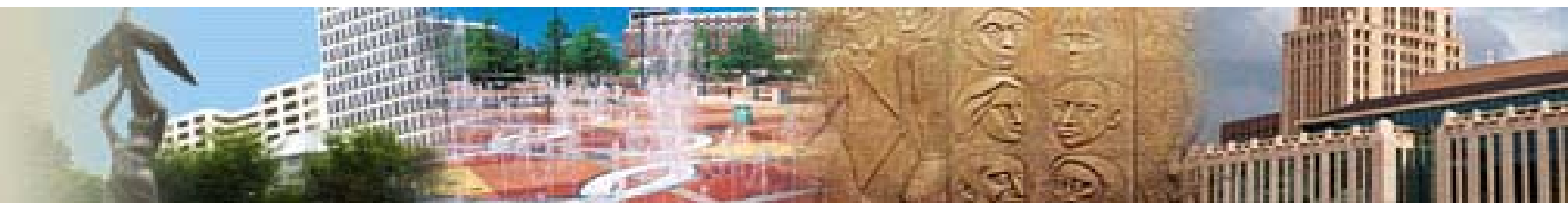
# Urban Design - Policies

- Support the creation of a mixed-use neighborhood commercial center at West Lake Avenue.

- Single-family facing Simpson Road
- Pocket park on the southwestern corner of Simpson Road and West Lake Avenue

Townhomes	15 units*
Single-Family	18 units*
Retail	25,000 sq. ft.

\* Includes 20% workforce units

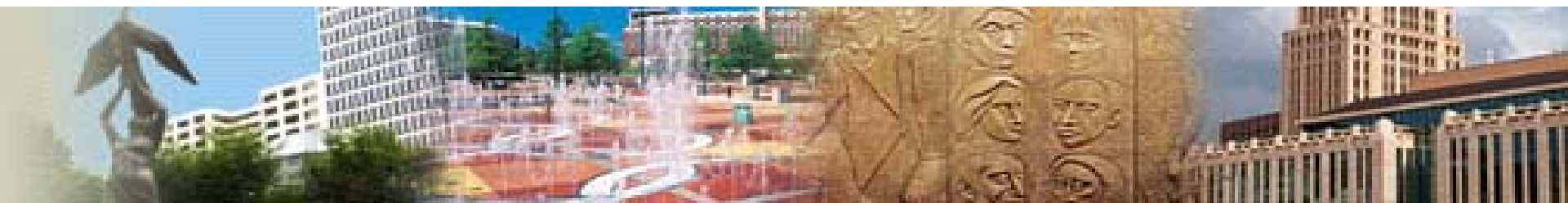




# Urban Design - Projects

## Provide pocket parks and plazas at key locations:

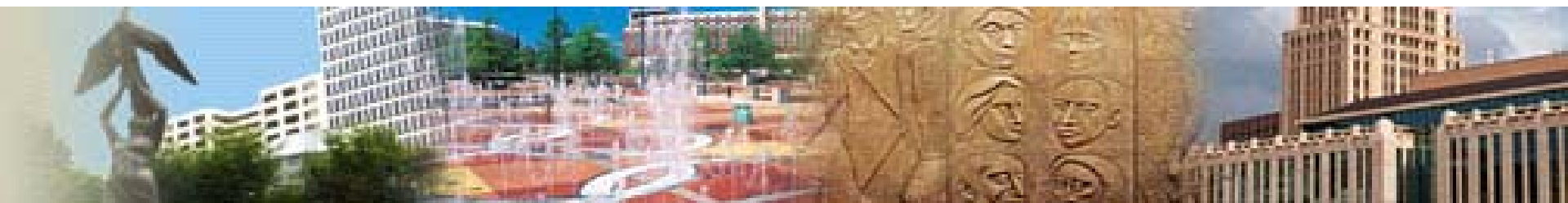
- *Southwest corner of West Lake Avenue – pocket park (0.25 acre)*
- *BeltLine transit station – plaza (0.25 acre)*
- *Realignment of Chappell and Mayson Turner Roads*
- *As recommended by English Avenue and Vine City plans*





# Historic Resources - Policies

- **Encourage the retention and re-use of Historic structures like:**
  - *Churches*
  - *Brick commercial buildings*
  - *Historic neighborhoods*
- **Utilize historic architectural styles and materials in new development**





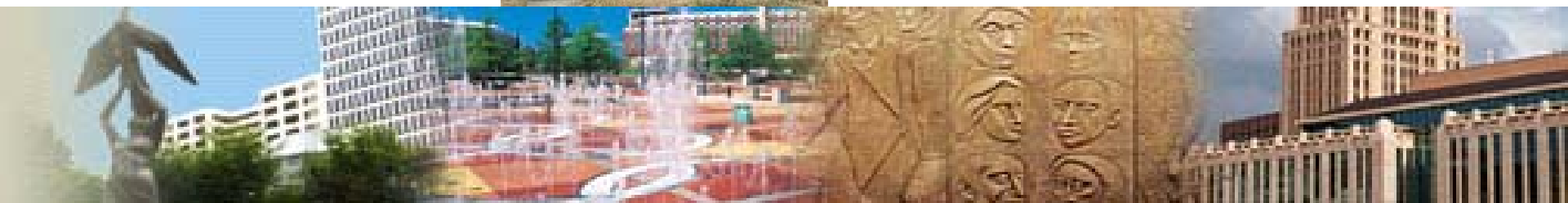


## Historic Resources - Policies

- **Target Simpson Road for Owner Occupied Rehabilitation Program as a means of preserving historic homes**
  - *For homeowners*
  - *For “Substandard” and “Deteriorated” structures*
  - *For major code violations (HVAC, plumbing, electric, structure)*
- **Encourage owners of historic income producing properties (businesses and apartments) to use existing historic preservation incentives**
  - *Property Tax Abatement (may not be used in TAD area)*
  - *State Income Tax Credit*
  - *Federal Rehabilitation tax Credit*

Before and after photos  
from Edonton, SC

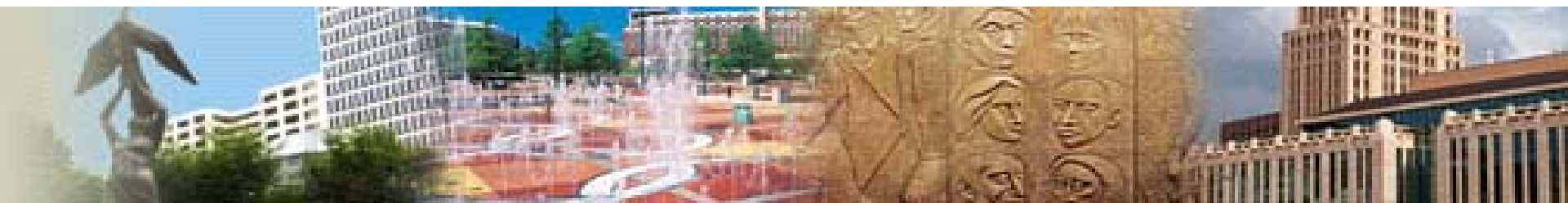
*Courtesy Preservation North  
Carolina*





# Historic Resources - Projects

- Implement a historic marker program for Simpson Road
- Perform a historic building inventory of the Dixie Hills neighborhood to gauge its potential future designation as a local historic district











**Priority Area**

**Existing Zoning**

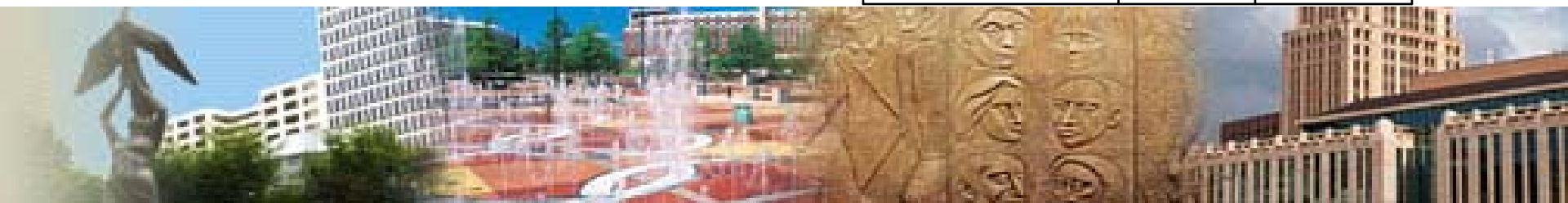
**New MIP District**

**Transitional Height Phase Adjacent to "R" Districts**

*Please see detailed map in this room after the presentation*

- *From: C1 & O1*
- *To: MRC-1*
- *Equal density, less height!*

	Existing	Proposed
	<b>C-1</b>	<b>MRC-1</b>
<b>FAR-Total</b>	2.696	2.7
<b>FAR-Residential</b>	0.696	1.7 w/bonus
<b>FAR-Non-Residential</b>	2	1
<b>Maximum Height</b>	Unlimited	40 ft
<b>Front Setback</b>	10 ft	0 or 5 ft
<b>Sidewalk Width</b>	None	15 ft

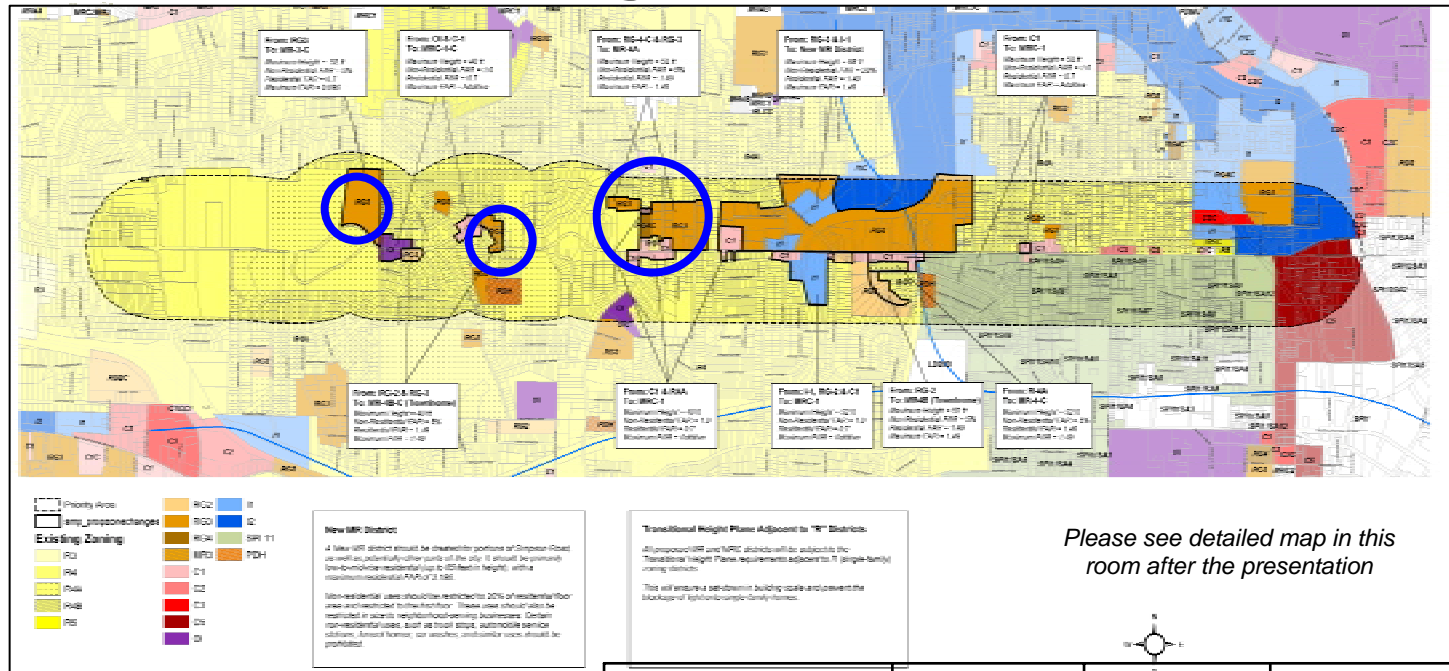






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# Zoning 1 to 6 months

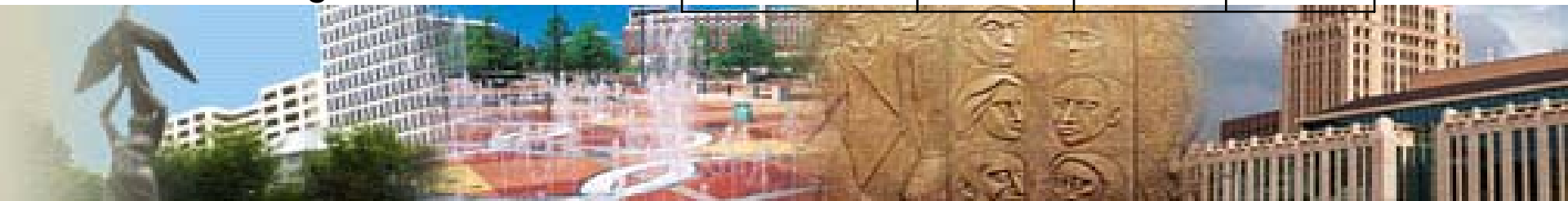


Please see detailed map in this room after the presentation

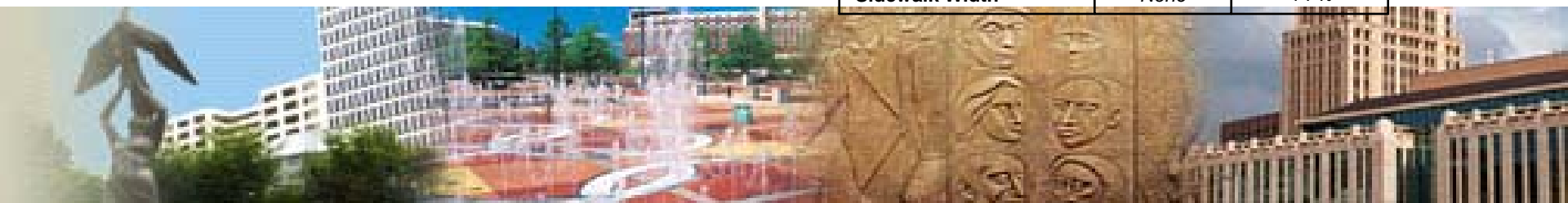
## Existing Multifamily:

- From: RG-3 & O1
- To: MR-3-C & MR-4B or A
- Better design
- Less height!

	Existing	Proposed	Proposed
	RG-3	MR-4A or B	MR-3-C
FAR-Total	0.696	1.49	0.696
FAR-Residential	0.696	1.49	0.696
FAR-Non-Residential	5%	5%	5%
Maximum Height	Unlimited	52 ft	52 ft
Front Setback	40 ft	5 ft	5 ft
Sidewalk Width	None	11 ft	11 ft





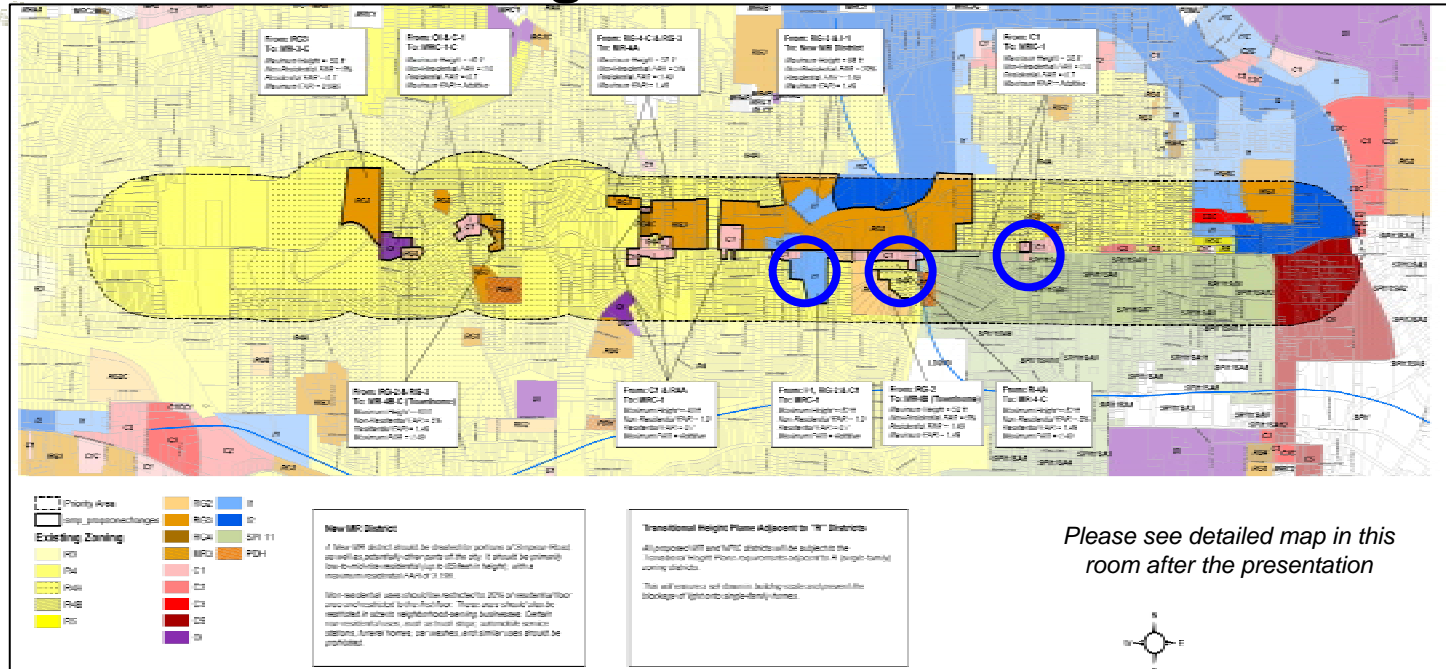






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# Zoning 1 to 6 months



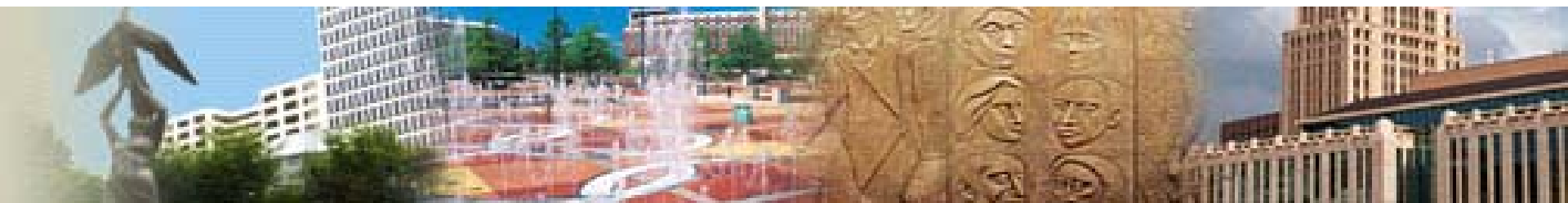
Please see detailed map in this room after the presentation



## Other Mixed-Use Areas:

- From: I1 and C1
- To: MRC-1
- More neighborhood commercial
- Less height

	Existing	Proposed
	C-1	MRC-1
<b>FAR-Total</b>	2.696	2.7
<b>FAR-Residential</b>	0.696	1.7 w/bonus
<b>FAR-Non-Residential</b>	2	1
<b>Maximum Height</b>	Unlimited	52 ft
<b>Front Setback</b>	10 ft	0 or 5 ft
<b>Sidewalk Width</b>	None	15 ft





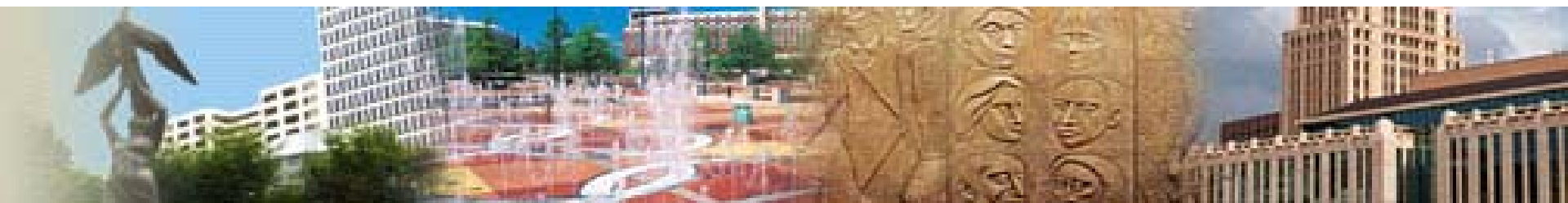


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## Commercial Development Implementation



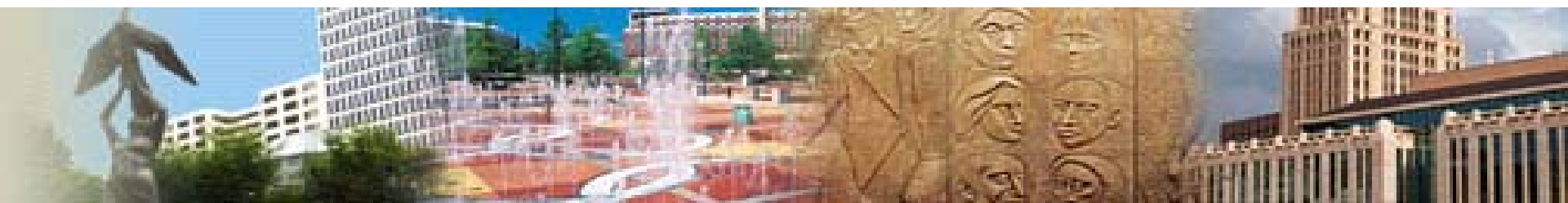
A 30,000 sq ft grocery store and mixed use development are the cornerstones of the Chappell/ Bellline Redevelopment node.







Convenient retail services will require a more creative finance packaging for the more “mom & pop” type stores.







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## Commercial Development Implementation Tools

**Potential Combination of Economic Development Tools for a Retail Project:**

*Urban Enterprise Zone*

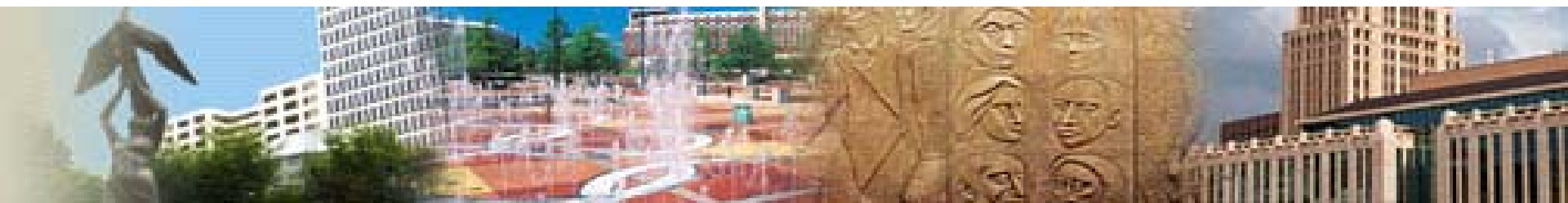
+

*Phoenix Loan Program*

+

*Welfare to Work Tax Credit*

**Commercial Development**







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## Commercial Development Implementation Tools

**Beltline Tax Allocation District Bond Funds**

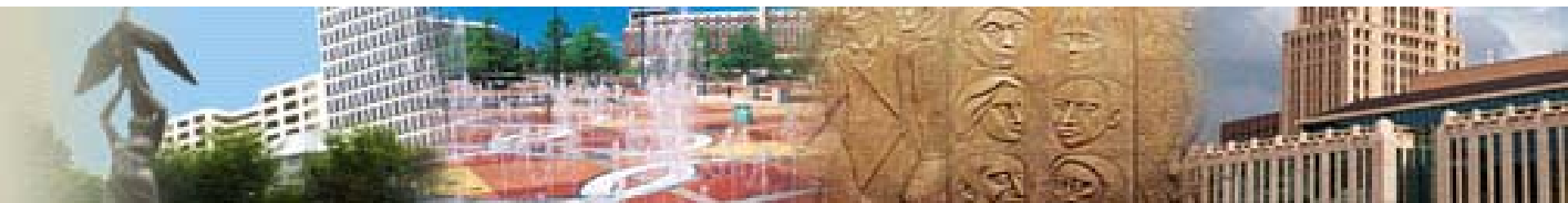
**+**

**Assortment of Job Tax Credits**

**+**

**Commercial Revitalization Deduction**

**30,000 Square Foot Grocery Store**



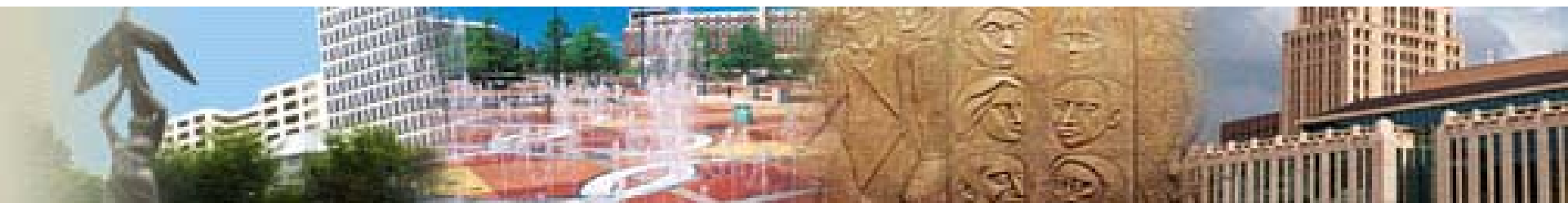




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# Current Total Employment = 5,160

Year	Commercial	Office/Industrial	Total
2011	2,643	2,754	5,397
2016	2,948	2,844	5,792
2021	3,252	2,934	6,186
2026	3,435	2,988	6,423
2031	3,679	3,060	6,739



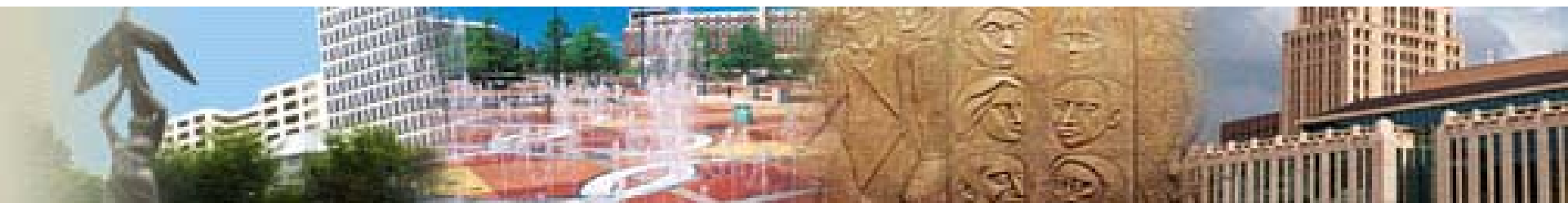




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# Implementation Tools for Housing Development

- **Urban Enterprise Zone – Housing**
- **Westside Tax Allocation District**
- **Beltline Tax Allocation District**
- **Urban Residential Finance Authority (URFA)**
- **20% Federal Tax Credit for Historic Preservation**
- **Atlanta Housing Rehabilitation Programs**
- **Community Development Housing Organizations**







## Strengthening Neighborhoods Street by Street



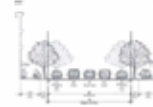
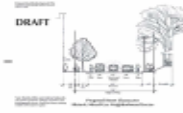
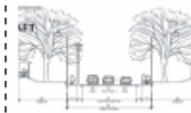
The map illustrates the proposed 100th Avenue Transitway in Denver, Colorado. The transitway route is shown in blue, with various segments highlighted in different colors (red, orange, green, yellow). Callout boxes provide details for specific segments:

- Segment 1A:** 100th Avenue from I-25 to I-70. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 1B:** 100th Avenue from I-70 to I-25. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 2A:** 100th Avenue from I-25 to I-70. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 2B:** 100th Avenue from I-70 to I-25. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 3A:** 100th Avenue from I-25 to I-70. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 3B:** 100th Avenue from I-70 to I-25. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 4A:** 100th Avenue from I-25 to I-70. Transitway alignment. Transitway alignment. Transitway alignment.
- Segment 4B:** 100th Avenue from I-70 to I-25. Transitway alignment. Transitway alignment. Transitway alignment.

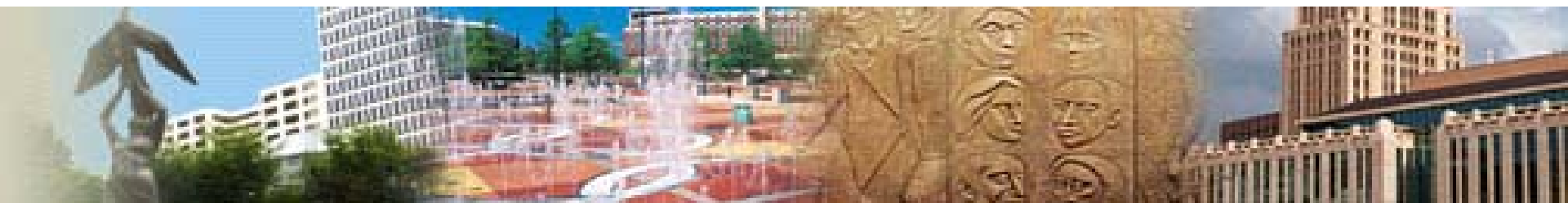
A scale bar and north arrow are also present.



Inland Empire Freeway  
 Major Arterial  
 Minor Arterial  
 Collector  
 Local Street  
 Traffic Counters  
 Operational Improvement  
 Simpson Road Study Area  
 Bile Route - Class 1  
 Bile Route - Class 2  
 Bile Route - Class 3  
 Proposed 4th Lane  
 Programmed Sidewalk  
 Recommended Sidewalk



Gliese and Associates      in conjunction with      Markalak      Tunnell Spangler Walsh

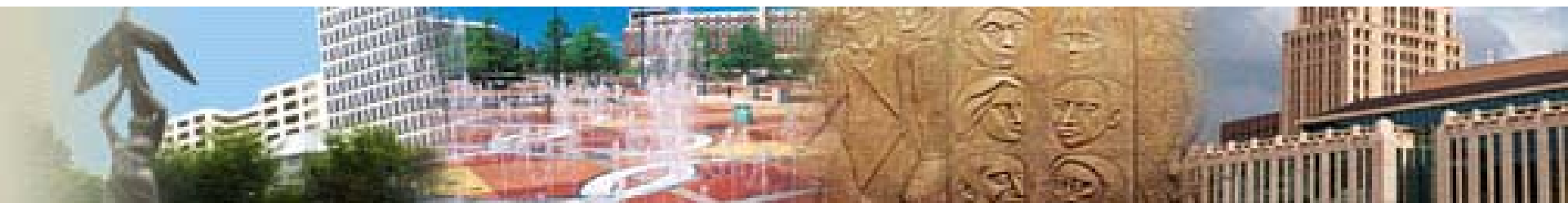
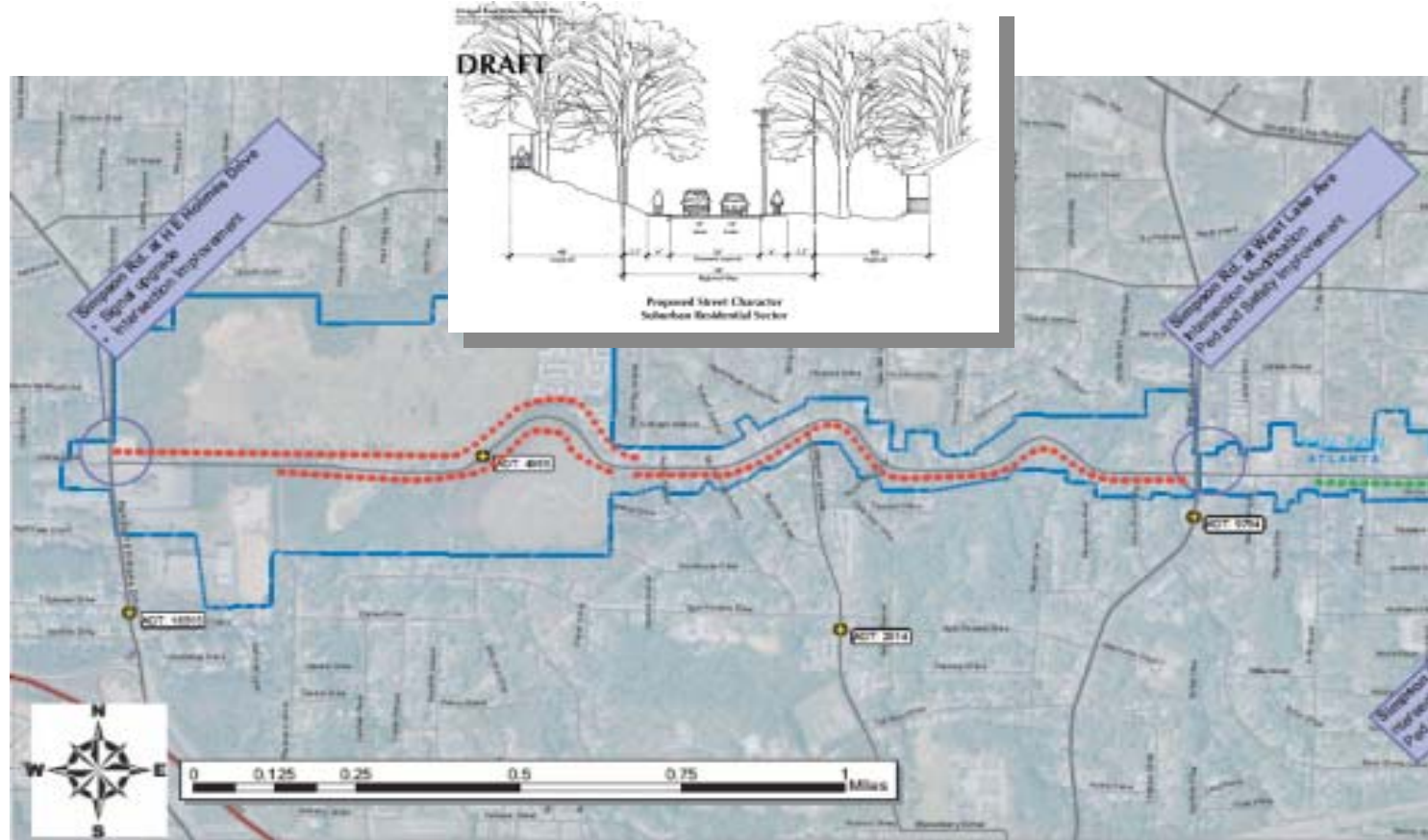






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# Recommended Transportation Improvements Suburban Residential Sector HE Holmes Dr. to Holly Dr.





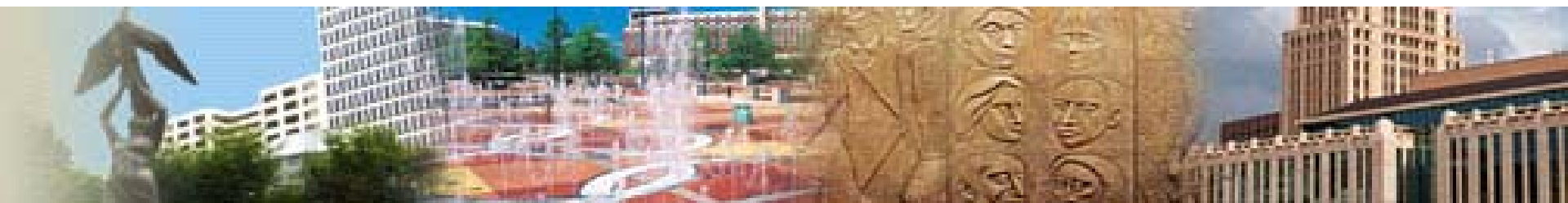
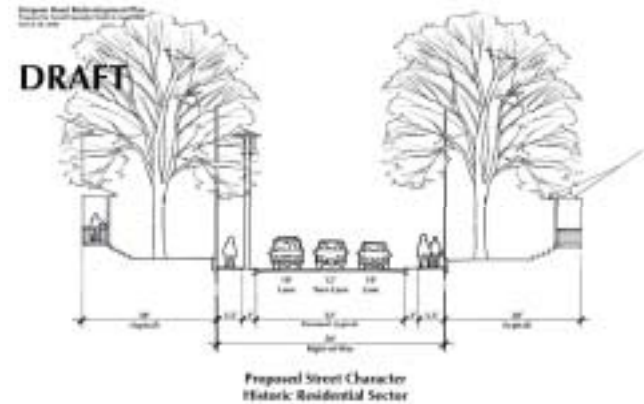
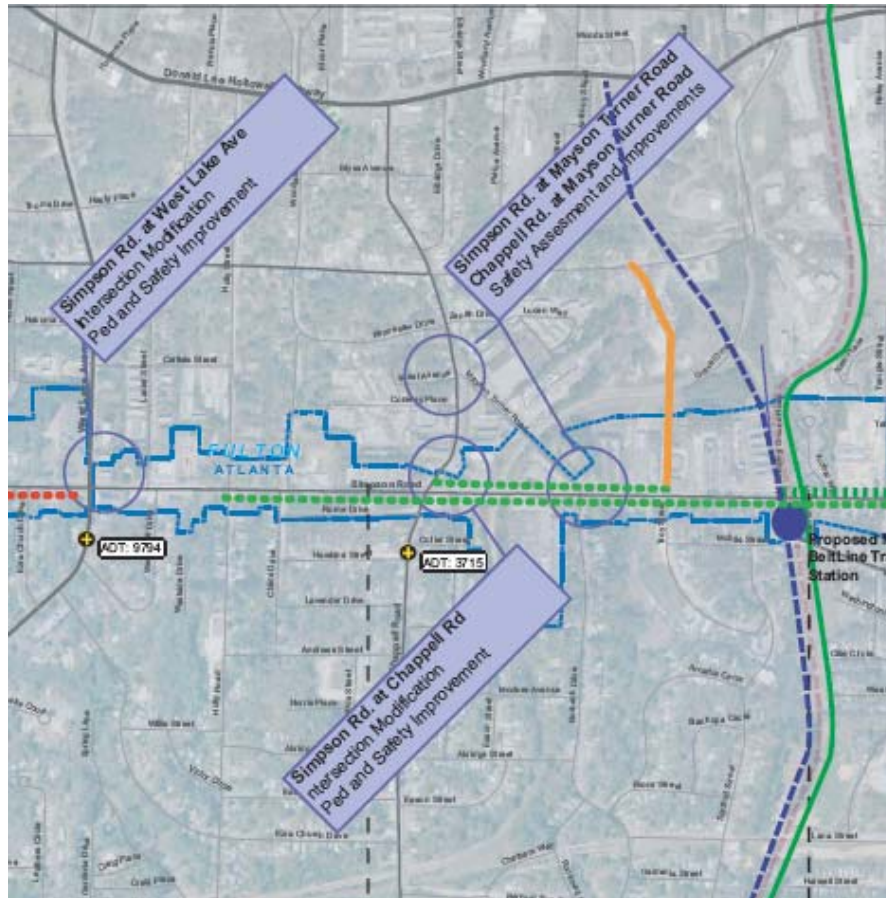


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# Recommended Transportation Improvements

## Historic BeltLine Sector

### Chappell Rd. to BeltLine



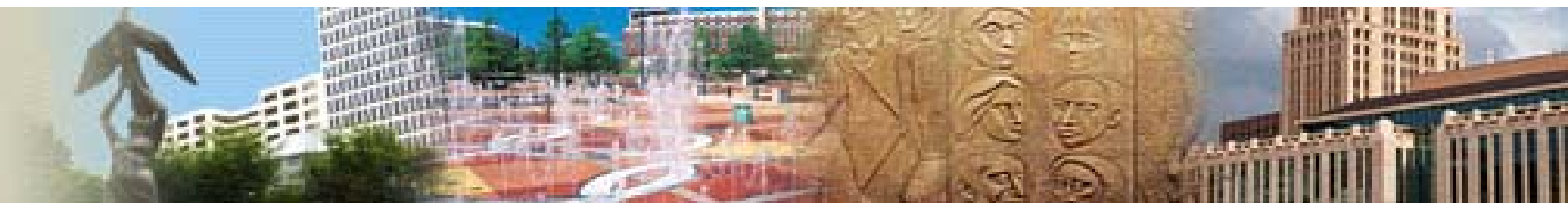




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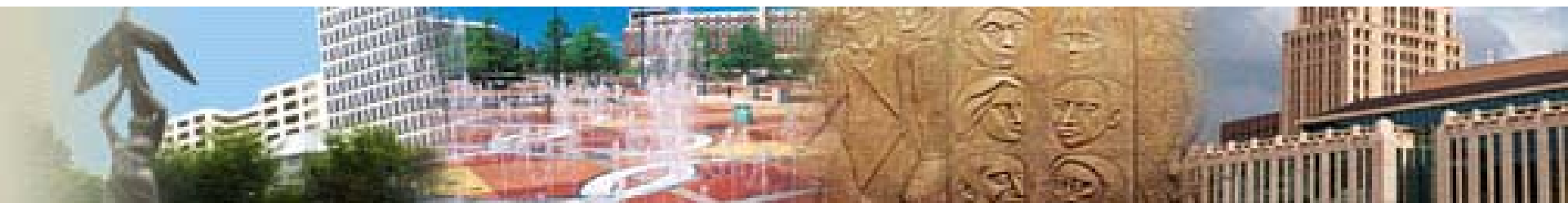
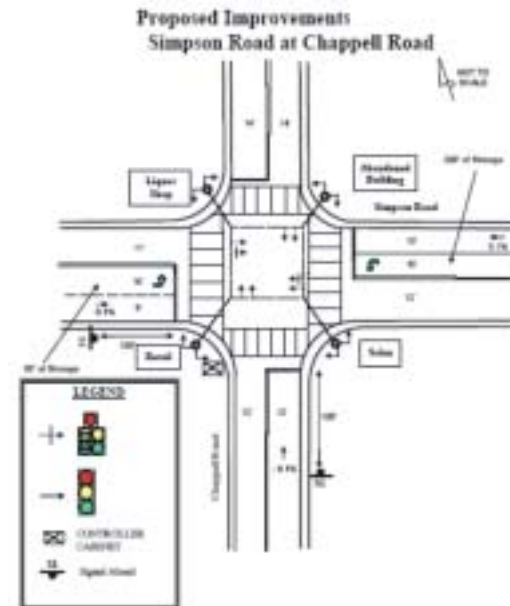
## Recommended Transportation Improvements Historic Neighborhood Sector BeltLine to J E Lowery Blvd.

Historic Mixed-Use Sector  
J E Lowery Blvd. to Northside Dr.





## Proposed Intersection Modifications (Simpson Rd & Chappell Rd)







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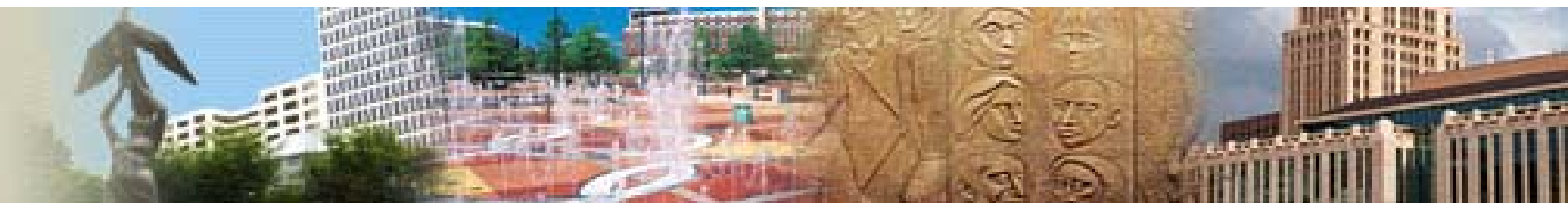
# Simpson Rd Implementation Schedule

## General Land Use and Zoning

1. Comprehensive Development Plan Amendment
2. Zoning Map Amendment

**2<sup>nd</sup> Quarter  
2007**

**3<sup>rd</sup> Quarter  
2007**







## Second Final Draft Report June, 2006

Please watch in the mail for the announce  
date and time of the second final meeting

For more information you may go to  
**[www.atlantaga.gov/simpson.aspx](http://www.atlantaga.gov/simpson.aspx)**

**Or call Ms. Jia Li at (404) 330-6961**

